

# Batsheva M. Porat

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## **Professional experience:**

### **2011-today Marketing Director- CDI Systems**

- Developed and managed marketing projects of Jewish Studies databases
- Business development and marketing of the company's unique technology, participation in international conferences
- Worked as part of the technical development team for company technology
- Development and implementation of new procedures, training employees and subcontractors on company programs and protocols.
- Created CRM database from scratch in Access, created PP presentations and reports, daily work with MS
- In depth knowledge and experience with the academic world and it's inner workings, in Israel and abroad
- Responsible for company intern program, including recruitment, management and training of interns from different countries
- In depth knowledge of the e-publishing and Pod world, experience with companies in Israel, the US and China

### **2010-2011 Director of Customer Service- Meir Davidoff Service Center**

- Established and managed customer service center
- Recruited and trained new employees
- Developed and implemented new procedures, trained employees on new software use
- Regularly dealt with IT and network issues
- Daily interactions with the different department of the Mayer franchise
- Issued reports, developed presentation and daily work in MS, including MS CRM

### **2009-2010 Archeological Registrar and Office manager- The Temple Mount Sifting Project, Amutat ELAD**

- Archaeological Registrar: sorting, cataloging and tracking archaeological finds
- Guided groups from Israel and abroad
- Specialized in employee training for office work, archaeological work and group interaction
- Responsible for scheduling work shifts, recruitment, hiring and training of employees
- office management jobs including light accounting
- Responsible for technical and computer network support on site

### **2003-2009 IDT ISRAEL- Trainer and Quality Control manager**

- Developed and expanded training programs in communications, business, marketing and financial products
- Managed training of multi-disciplinary projects and instruction of professional staff
- Daily work with subcontractors and customers in Israel and abroad (Telecommunications, McAfee, survey companies, Fundraising, SEO)
- QA team manager: work plans, priorities, scheduling and compliance.
- Specialized in implementing, monitoring and QA of organizational processes and procedures
- Received medal for achievements and promoting organizational processes.

### **2001-2002 Hannah Senesh School- Educational development**

- Worked as part of a team to analyze the needs of special-ed students and build a custom curriculum
- Substitute teacher; Tutored students in various subjects with an emphasis on personal empowerment
- Managed the student registration system, coordinated between school administration, professional staff and the parents
- Coordinated with an array of educational and public institutions in the implementation of organizational processes (day to day and emergency such as the 9/11/2001)

## **Education**

MA in Land of Israel Studies, Bar Ilan University. recipient of several scholarships and awards.

BA in Psychology and Land of Israel Studies, Bar Ilan University. Graduated with honors.

## **Professional Training**

Courses in human resources, recruitment and employee training, seminars on quality control of organizational Processes, courses in interpersonal communication and motivation, seminars on professional training

## **Computer Knowledge**

MS Office applications (Access included), different CRM programs, Lavi, Priority, Magic Arctical, Hashavshevet, Netis, Print on demand sites, e-publishing sites, IT and Network experience

**Languages:** Native Hebrew-speaker | Native English- speaker

\*\* Recommendations on demand.