

* 10+ years successfully managing international marketing campaigns.
* Highly organized, detail oriented, multi-tasker with excellent English writing skills.
* Demonstrated ability to complete tasks diligently, accurately, and efficiently with proven results.
* Strong capability to work both independently and as part of a team.

#### EMPLOYMENT HISTORY

2014-Present, **Director of Marketing**, *CongressMed Ltd., Tel Aviv*

* Organize and implement marketing strategies, both paid and barter, in traditional and social media

platforms, for 3-5 international congresses per year with 400-2,000+ attendees.

* Initiate partnerships among professional societies, medical journals, digital publications and related

conferences.

* Create and publish English content for print and digital support materials for websites, flyers and

mailshots.

* Execute digital campaigns to build congress branding and attract attendees on the following social media

platforms: Facebook, LinkedIn, Twitter and Instagram.

* Build and track Google Adwords marketing and remarketing campaigns.
* Oversee internal and external cooperation regarding graphic design, website updates and mailshots.
* Collaborate with webmaster on website optimization (SEO) and PPC.
* Manage marketing budgets for each congress.

2011-2014, **Project Manager**, *CongressMed Ltd., Tel Aviv*

* Planned and executed all aspects of international medical congresses with 400-1,000+ attendees.
* Assisted in development of programming, agendas, websites, and marketing materials.
* Oversaw project plan, budget, and schedules.

2009-2011, **Media and Brand Manager**, *Comtecmed, Tel Aviv*

* Executed marketing strategies to promote congress branding among professional societies, related

conferences, and digital publications.

* Coordinated with graphic designer to create support materials, including flyers and website banners.

2007-2009, **Assistant Director, Legacy Heritage Fellowship**, *Legacy Heritage Fund Limited, New York, NY*

* Coordinated and oversaw marketing and promotion initiatives to attract applicants for fellowship program.
* Assisted in creation of content for website and regular newsletters.
* Organized international conferences and monthly follow up tele-meetings.
* Managed external grant projects to ensure accurate and efficient completion.

#### SKILLS and LANGUAGES

**Microsoft Office** proficient: Word, Excel, Outlook, PowerPoint

**Social Media** proficient in platforms: Facebook, LinkedIn, Twitter, Instagram

**Google Adwords** proficient

**English:** Mother Tongue

**Hebrew**: Intermediate conversation, reading and writing skills

#### EDUCATION

**Google Adwords Course**, Udemy

**Instagram Marketing Course**, Udemy

**BA in English Literature**, NYU, New York, NY

**Juris Doctorate in Law**, New York Law School, New York, NY