

SHAKED ZIV

Marketing & Brand Manager


☎ 054-5200931
✉ SHAKEDZIV98@GMAIL.COM

In my most recent role, I assumed the position of **Marketing Manager** at a distinguished **B2B pharmaceutical company**, where I outlined the marketing strategy of the "**Cannhod**" brand. During my tenure, I was responsible for managing all marketing derivatives in the company.

As I embark on my next professional chapter, I am seeking a full-time engagement in marketing management.



Experience:


 2022-today

Marketing Manager

Cannhod – Medical Cannabis

Marketing strategy, Marketing management, Crisis management, Internet Activity, Product & Graphic Design, Copywriting and Social media management.




 2022

Website Project Manager

Israel Strategy Conference (Reichman University)

Development and design of Conference website.




 2021

Wordpress Dev (MARCUM)

Horizon Electronics Ltd.

Development and design of Military and International websites – as part of the MARCOM department.



 2012-2016

Website & Graphic Design

Freelance

Graphic Design, Ads, Flyers, Digital Media & Video Editing.




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Education:

 2021-2024

Advertising and Marketing Communications B.A, (Year 3) Ono Academic College.


Comprehensive studies and understanding of Digital Marketing, Public Relations & Spokesmanship, Copywriting, Sales, Crisis Management, SEM & SEO. In addition to developing a creative approach to advertising and product development.

Supplemental Courses:

Computer Graphics, Web design, Animation and 3D, Sun Spark Center.

Professional specialization in Adobe Programs, Animation and 3D, Web design.

Military Service:

 2016-2018

**Served as an Operational
Intelligence Officer.**

Skills:

- Adobe Creative Suite
- WordPress & E-Commerce
- Basic understanding of CSS & PHP
- 3D Animation & Motion Graphics
- Graphic Design
- CRM Management
- SEO
- PPC & SEM Campaigns
- Product Design

Languages:

Hebrew – Native.
English – Native.