

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**, creating the marketing strategy & managing customers (B2B & B2C) from brand launch to distinguished company and supplier. 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 as Brand Manager.



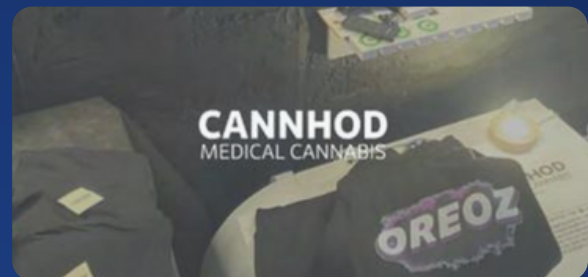
Experience:

 2022-September 2023

Marketing Manager

Cannhod - Medical Cannabis | Medical Startup

Managing all marketing derivatives from brand launch to distinguished company and supplier. Contributed to success in penetrating markets as a new brand in compliance with IMC-GMP regulations and acquired thousands of new customers through: Marketing strategy, Marketing management, Crisis management, Internet Activity, Product & Graphic Design, Copywriting and Social media management.

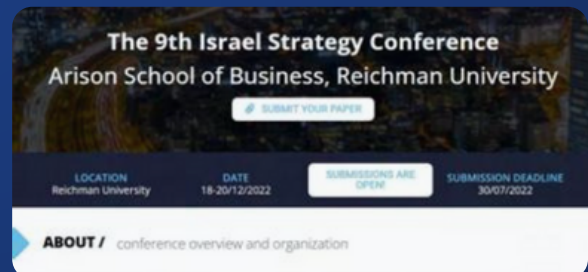


 2022

Website Project Manager

Israel Strategy Conference (Reichman University)

Development, design and management of Conference website, Managing leads, sign-up funnel, SEO, form submissions, email marketing, ticket purchase and media management on social media and the conference website.



 2021

Marcom Assistant

Horizon Electronics Ltd. | Hi-Tech Company

Development and design of Military and International websites, website & SEO management - as part of the MARCOM department with an emphasis on acquiring and retaining customers from different markets.

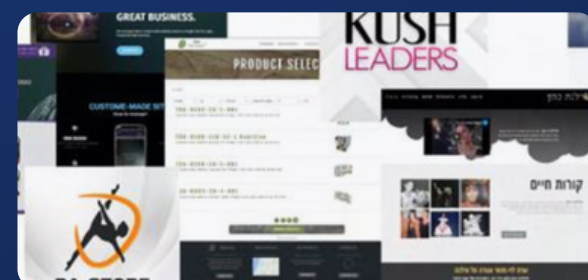


 2012-2016

Website & Graphic Design

Freelance

Working with Solution oriented Hi-tech companies, Medical Startups, Education & Art businesses and Personal Portfolios. Graphic Design, Web development, 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.

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.
- Product Design



Languages:

Hebrew - Native level.

English - Native Level.



מכתב המלצה – שקד זיו

לכל מאן דבעי

,

אני שמחה לכתוב מכתב המלצה זה עבור שקד זיו, אותו הכרתי כסטודנט בחוג לפרסום ותקשורת שיווקית בקריה האקדמית אונו. כראש החוג, זכיתי לחזות בצמיחה האקדמית והאישית של שקד, וכן ביכולותיו הגבוהות בתחום השיווק.

במהלך הלימודים, שקד הפגין כישורים בין-אישיים יוצאי דופן והצליח לשתף פעולה ביעילות עם עמיתיו, סגל המרצים ובעלי עניין חיצוניים.

אני ממליצה עליו בחום.

אני מאמינה כי תשוקתו לעולמות לשיווק, העניין שהוא מגלה בתחומי תוכן רבים וכישוריו המקצועיים יהיו מתנה אמיתית לכל מעסיק/ה עתידי.

בברכה,

ד"ר שפירא מיכל

ראש ביה"ס לשיווק ודיגיטל

הפקולטה למנהל עסקים

הקריה האקדמית אונו

mshapira@ono.ac.il .

ד"ר מיכל שפירא