



Digital Marketing Specialist

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CONTACT

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SEO & ORGANIC GROWTH

- Technical SEO (SEO / GEO / AEO)
- On-Page & Off-Page SEO
- Crawlability & Indexation
- Schema Markup / Structured Data
- Core Web Vitals / Page Speed
- LLM Optimization (ChatGPT, Claude, Gemini & Perplexity)
- AI-Powered Marketing
- AI Agent Development
- Marketing Automations (Make, Zapier)
- GA4 / GSC / GTM / Looker Studio / GCP
- Ahrefs / Semrush / Screaming Frog
- Keyword and Competitor Research
- SEO Content Strategy
- A/B Testing
- WordPress / Wix / Shopify / Base44
- HTML / CSS / JavaScript

SOCIAL MEDIA, PPC & CONTENT MARKETING

- Social Media Management
- Content Strategy / Planning
- Content Production
- Content Editing
- Copywriting & Ad Copy
- Video Production
- Video Editing
- Campaign Planning & Execution
- Meta Ads / TikTok Ads / Google Ads
- Email Marketing
- Influencer Marketing
- Community Management
- Brand Storytelling
- Multi-Brand Management

SUMMARY

Marketing Specialist specializing in SEO, GEO, and social media management for local and international brands. My expertise includes technical SEO, AI-powered marketing workflows, content creation, copywriting, video production, video editing, and paid advertising—all focused on increasing visibility, driving traffic, and supporting business growth.

EXPERIENCE

Marketing Specialist

2020 – 2026

Tov-Nu Media · London, UK & Tel Aviv, Israel

Managed social media marketing for restaurants, model agencies, and lifestyle brands, overseeing content strategy, copywriting, content planning, and video production. Collaborated closely with clients to create engaging content tailored to each brand's identity, helping strengthen their online presence and support their marketing objectives.

Key Achievements

- Managed social media content for 10+ client brands across the restaurant, hospitality, fashion, and lifestyle industries.
- Produced and edited 100+ short-form videos for Instagram, Facebook, and TikTok.
- Wrote 300+ social media captions, promotional posts, and marketing copy tailored to diverse audiences.

SEO Specialist & Copywriter

2022 – 2024

Sorezki LTD · Tel Aviv, Israel

Managed SEO for 15+ clients across multiple industries, working with brands including iStore, Castro, Yves Rocher, Rapyd, Revital Vision, and Urbanica. Executed on-page, off-page, and technical SEO, including keyword research, competitor analysis, crawlability and indexation analysis, site architecture optimization, internal linking, redirect mapping, backlink strategy, and performance monitoring to improve organic visibility and search performance.

Copywriting & Content Marketing

Created compelling copy for websites, landing pages, blog articles, product pages, email campaigns, advertisements, social media, and other digital marketing assets. Developed SEO-driven content strategies tailored to each client's brand, producing engaging, conversion-focused content that strengthened brand messaging and supported organic growth.

Key Achievements

- Generated 150K+ additional organic clicks.
- Increased engagement, and leads.
- Increased page-one keyword rankings by 70%+.
- Improved organic conversion rate by 60%.

Digital Marketing & Social Media Manager

2019 – 2022

S. Group LTD. · London & the UK

Led SEO, digital performance, and social media for 21+ restaurant brands across London and the UK, handling technical search growth and hands-on content creation.

SEO & Paid Search

Executed full-cycle SEO strategies, focusing on technical site health, URL architecture, schema markup, and on-page optimization. Ran targeted Google and Meta ad campaigns to rank for high-intent local search terms and capture active diners at the moment of intent.

Social Media & Video Production

Oversaw social channels end-to-end. Handled planning, filming, editing, and publishing short-form video content (Reels, TikToks, Stories) and UGC, aligning content calendars with menu launches, seasonal campaigns, and events.

Key Achievements

- Generated 100K+ additional organic clicks across portfolio websites averaging 250K+ annual visits.
- Improved visibility for high-intent local search terms, driving a direct increase in organic calls, site traffic, and online reservations.
- Maintained unique SEO profiles and active social presences for 21+ restaurant brands.