

Digital Marketing & Creative Specialist

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SKILLS

01. DIGITAL MARKETING, SOCIAL MEDIA & CREATIVE STRATEGY

Digital Marketing & Creative Strategy
Social Media Management & Strategy
Integrated Campaign Planning & Execution
Creative Direction & Brand Positioning
Copywriting, Creative Briefs & Ad Copy
Multi-Brand Marketing Management
Content Strategy & Planning
Content Production & Art Direction
Short-Form Video Production (Reels & Posts)
Video Editing & Post-Production
Graphic Design & Visual Communications
Brand Storytelling & Messaging
Paid Ad Campaigns (Meta, Google Ads, TikTok)
Email & Influencer Marketing
Community Management & Audience Engagement
Campaign Performance Analysis & A/B Testing
Canva / Adobe Premiere / CapCut / Creator Studio

02. SEO, GEO & WEBSITE OPTIMISATION

Technical SEO (SEO / GEO / AEO)
On-Page & Off-Page SEO
Crawlability, Indexability & JavaScript Rendering
Client-Side & Server-Side Rendering (CSR / SSR)
Rendered HTML & DOM Analysis
Website Architecture & Internal Linking
Schema Markup & Structured Data
Core Web Vitals & Page Speed Optimisation
Keyword Research & Search Intent Analysis
Competitor Research & Content Gap Analysis
SEO Content Strategy & Optimisation
AI Search & LLM Visibility Optimisation
Conversion Rate Optimisation (CRO)
HTML, CSS & JavaScript
Website Development & CMS Management
Ahrefs, Semrush & Screaming Frog
Google Analytics 4 (GA4)
Google Search Console (GSC)
Google Tag Manager (GTM)

03. AI, MARKETING TECHNOLOGY & AUTOMATION

AI Integration & Process Automation
AI Agent Development & Workflow Automation
AI-Powered Marketing & Productivity Optimisation
Generative AI & Content Workflows
AI-Assisted Website Development & Cloud-Based Workflows
Make & Zapier
ChatGPT / OpenAI Codex / Claude / Gemini / Perplexity
Looker Studio & Google Cloud Platform (GCP)
Google Ads, Meta Ads Manager & TikTok Ads
WordPress, Wix, Shopify & Base44

EDUCATION

Hackeru
2022-2023
Digital Marketing
Social Media Management, PPC, SEO, Copywriting

SUMMARY

Digital Marketing & Creative Specialist with extensive experience developing and executing marketing strategies for local and international brands. Expertise spans creative direction, social media management, integrated marketing campaigns, content strategy, video production, copywriting, paid advertising, and SEO/GEO. Experienced in managing end-to-end creative processes, combining strategic thinking with hands-on execution, technical expertise, and AI integration to strengthen brand presence, improve marketing performance, and support business growth.

EXPERIENCE

Digital Marketing & Creative Specialist — 2023 - 2026

Tov-Nu Media - London, UK

Social Media Management, Video Production & Creative Copywriting
Managed digital marketing and creative strategy for 21+ brands across hospitality, fashion, lifestyle and SaaS. Developed and executed social media campaigns, content strategies and brand communications, overseeing everything from creative direction and campaign planning to production and publication. My work included content calendars, creative briefs, Instagram Reels, video production and editing, photography, graphic design, social media copywriting and advertising campaigns, with a focus on building distinctive brand identities and delivering consistent, engaging content across platforms.

SEO, Website Strategy & AI Automation
Managed website development, content architecture and technical and on-page SEO, including keyword strategy, landing page optimisation and search-focused content for consumer and SaaS businesses. Integrated AI tools, automated marketing workflows and AI-assisted production processes to improve efficiency across content development, campaign planning and digital marketing operations.

Key Achievements

- 21+ Client Brands Managed - Delivered integrated digital marketing and creative strategies across hospitality, fashion and lifestyle industries.
- 100+ Short-Form Videos & Reels Produced - Developed and edited engaging video content for Instagram, Facebook and TikTok.
- 300+ Copywriting Assets Delivered - Created social media captions, creative briefs, advertising copy and promotional campaign messaging tailored to individual brand identities.

SEO Specialist & Copywriter — 2022 - 2023

Sorezki LTD - Tel Aviv, Israel

SEO Strategy & Technical Optimisation
Managed SEO strategies for 15+ clients across e-commerce, retail, technology, finance and B2B SaaS, including iStore, Castro, Yves Rocher, Rapyd, Revital Vision, Urbanica, Hoodies, IWP and Mimon Yashir. Led technical SEO audits, keyword research, competitor analysis and website optimisation, covering crawling, indexing, JavaScript rendering, site architecture, canonicalisation, structured data, internal linking and Core Web Vitals. Developed on-page and off-page strategies, including backlink acquisition, content gap analysis and performance monitoring to strengthen organic visibility.

Copywriting & Content Marketing
Developed search-driven content strategies and conversion-focused copy for B2B SaaS, technology, financial services and consumer brands. Produced website content, landing pages, product descriptions, blog articles and campaign messaging, aligning search intent, audience needs and brand positioning with commercial objectives.

Key Achievements

- 100K+ Additional Organic Clicks - Expanded organic traffic through technical improvements, content optimisation and strategic keyword targeting.
- 70%+ Increase in First-Page Keyword Rankings - Strengthened search visibility through technical SEO, content development and on-page optimisation.
- Improved Engagement & Lead Generation - Supported higher engagement and conversion opportunities through search-focused content strategies and website optimisation.

Digital Marketing Specialist — 2019 - 2022

Bullion House - London, UK

Digital Marketing & Creative Strategy
Developed and managed digital marketing initiatives for a London-based precious metals investment company specialising in gold, silver and collectible coins. Led social media marketing, content strategy, creative campaigns, product-focused content, copywriting and digital advertising, maintaining a consistent brand identity across digital channels.

Technical SEO & Content Optimisation
Managed technical and on-page SEO, including crawling, indexing, JavaScript rendering, structured data, canonicalisation, Core Web Vitals and website architecture. Developed keyword strategies, conducted competitor research and optimised product pages, category content and internal linking to strengthen organic visibility and e-commerce performance.

Key Achievements

- 150K+ Additional Organic Clicks - Expanded organic reach through technical SEO improvements and strategic content optimisation.
- 65% Increase in Social Media Engagement - Strengthened audience engagement through creative campaigns and targeted content strategies.
- 50% Growth in Qualified Leads - Improved lead generation through integrated digital marketing campaigns and conversion-focused content.
- 70% Increase in First-Page Keyword Rankings - Expanded search visibility through technical SEO, strategic keyword targeting and on-page optimisation.