

FABIO GOLDMAN

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DOB 28.01.1996

ACADEMIC BACKGROUND

- BA in Business Administration (Marketing Major), IDC (Herzliya, Israel)** **2016-2019**
Start-up Class, IDC Herzliya **2016-2017**
Facebook Ads and Google Adwords (SEO/SMO) Course, Bsocial / Ramon Tessmann **2016**

PROFESSIONAL EXPERIENCE

Group Ar-Gr

Marketing and Social Media Analyst, Content Writer and Editor **2017-2018**

- Responsible for managing marketing campaigns in the main social medias.
- Creation and content development for digital platforms.
- Strategic marketing planning.
- Build, write and develop content for social media posts.

Project Manager, Planner and Media Specialist

2018-2019

- Developing the communication plan from the strategy to its tactics → from the briefing, planning, presentation and approving to the implementation, analysis & reporting and operations.
- Constant contact with stakeholders such as clients, business partners (and potential) to present, negotiate, buy and implement communications strategies.
- Strategy thinker and campaign planner.
- Manager of a team; responsible for daily activities regarding the actions inside the platforms.
- Work with Analytics team to monitor, analyze, and report on campaign results and make regular recommendations on how to optimize campaign performance.
- Create media plans and manage and communicate calendars to ensure all owners, managers and field staff are aware of upcoming media and promotions.
- Work closely with senior management, engagement, creative, technology and consulting teams for developing new solutions to enhance campaign performance.
- Assist with interviews and training of junior level team members.

CROWN SOCIAL MEDIA- Start Up (Co-Founder)

2015-2016

Media Supervisor, Planner and Content Writer

- General management of marketing and social media campaigns.
- Budget distribution and administration.
- Content creation and planner.

SKILLS

- Strong negotiation, presentation and leadership skills, relationship builder, strategic thinker, analytic. A very creative person, focused, problem-solver and handles working under pressure.
- Business Developer & Communication Planner (online and offline): deep understanding of the best practices on communicating with the general audience and stakeholders.
- Advanced Microsoft Office Package, Performance Social Media; Facebook, Instagram, Twitter, LinkedIn, YouTube and Google.
- Advanced skills in Photoshop, Canva, Wix, WordPress and Search Engine Marketing and Optimization.

LANGUAGES

Native Portuguese, Fluent English, Intermediate Spanish, Intermediate Hebrew (currently studying).