

Etamar Ramot Naaman | Marketing and Business Development Director

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Expertise:

- **Marketing:** Development and implementation of tailored marketing strategies, goal setting, creation of effective work plans, hands-on budget and campaign management.
- **Business Development:** Building strategic partnerships, negotiation, partner and client recruitment, development of new products and services.
- **Project Management:** Managing multidisciplinary teams, leading special projects, adhering to timelines and budgets.
- **Data Analysis:** Analyzing marketing and business data, data-driven decision-making, performance improvement.

Professional Experience:

-UIBE-ISRAEL | Marketing and Business Development Director | 2020 - Present

- Led the establishment of the university: Developed and implemented comprehensive branding and marketing strategies, increased enrollment, and developed new programs.
- Strategic Partnerships: Recruited and managed collaborations with leading institutions, expanded institutional accessibility, and promoted international cooperation.
- Team Management: Led a multidisciplinary professional team, fostering a collaborative and productive work environment.
- Budget Management: Efficiently managed the marketing budget while meeting objectives.

-Brainstorm Creative | Strategy and Marketing Director | 2011 - 2020

- Marketing Strategies: Planned and implemented marketing strategies and customer journey plans for diverse clients across various industries.
- Marketing as a Service: Copywriting, SEO, data analysis, campaign management, website building, etc.
- Client Management: Managed customer relationships, analyzed needs, developed customized solutions.
- Proven Success: Significant growth in customer KPI'S and revenues.

Education and Certifications:

- Bachelor's in Public Policy and Law | Academic Center for Law and Science | 2020 - 2022
- Master's in Law | Bar Ilan University | 2023 - Present
- Copywriting and Creative Studies | ACC Tirza Grannot | 2010 - 2011
- Certifications: Google & Meta (PPC), Semrush (SEO), HubSpot (inbound marketing) , CANVA and more

Technical Skills:

- Microsoft Office, Figma, HubSpot, Power BI, Google Analytics, Canva, Outbrain, social media platforms, CRM systems, WordPress, Wix, and more.

Military Service:

- Commander in a Combat Infantry Unit | 2003 - 2006

Volunteering:

- Pro bono consulting for non-profits such as ELEM, TOM, medical and educational organizations and more| 2011 - 2020