

## CONTACT

**Address:** 36 Herzl St, TLV

**Phone:** 050-4332229

**Email:** Sapir579elimelech@gmail.com

## ABOUT

Seasoned Creative Content Strategist with 5+ Years of Experience

I am a passionate and results-driven creative professional with a proven track record of developing and executing successful content strategies that amplify brand presence and drive business growth. My expertise spans the entertainment and business realms, where I have consistently demonstrated my ability to craft engaging content that resonates with audiences and achieves measurable outcomes.

## SKILLS AND ABILITIES

- Proficient in the advertising creative process
- Excellent communication skills for client and agency team interactions
- Motivated and effective team leader
- Experienced content editor and writer
- Versatile photographer with expertise in studio product and fashion shoots.

## EDUCATION

B.A. with Honors in Communication and Radio

- Sapir Academic College (2016-2018)

Digital Photography

- Musarar - The Naggar School of Art and Society (2015)

## MILITARY SERVICE

- Scout at IDF Field Intelligence Unit (2009-2011)

## SPECIALISASI

- Social Media
- Monday
- Airtable
- Miro
- Canva
- InShot
- CapCut
- Microsoft Office
- Notion
- Adobe Lightroom
- Adobe Premiere Pro

# Sapir Elimelech

## WORK EXPERIENCE

### BRAND MANAGER

#### **Volver Shop | 2023 - Present**

Developed and implemented marketing and creative processes that align strategic thinking with creative execution, driving a 28% increase in website sales and fostering consistent, engaging content.

- Designed all brand communications across social media and website using Canva and other design software.
- Managed the company's studio and photographed brand products and fashion shoots.
- Spearheaded successful marketing campaigns from ideation to execution, including photography and copywriting, resulting in a significant boost in sales.

### COPYWRITING & CLIENT RELATIONSHIP MANAGEMENT

#### **Pigment Creative House | 2022 - 2022**

- Generated creative ideas for business clients across diverse industries.
- Collaborated with the art director and designers to brainstorm campaign ideas.
- Provided revisions and edits based on client feedback.

### CONTENT EDITOR & CUSTOMER MANAGER

#### **Team Stefansky | 2021 - 2022**

- Crafted copy for clients.
- Worked with designers, video editors, and copywriters to manage day-to-day operations.
- Provided revisions and edits based on client feedback.
- Managed client budgets.

### CREATIVE AND CONTENT MANAGER

#### **(Start-Up) Kre8.TV | 2020 - 2021**

- Gained experience in UX - writing user experience processes.
- Produced photoshoots and managed budgets.
- Facilitated collaborations between business clients and active creators on the platform.
- Recruited creators for the platform.

### CREATIVE DIRECTOR

#### **teenk | 2018-2020**

Penned scripts for online formats.

- Wrote and edited content.
- Marketed content for clients.
- Wrote editing briefs for the studio and video department.
- Collaborated with creators.