

# Hello!

My name is Shir Nevo and I'm an experienced copywriter and web designer. I write, eat and think in English, Spanish and Hebrew. In the last few years I worked in various boutique companies, big and small alike. Here's what I do: Content Editing, Creative, Copywriting, Branding and Marketing Consult.



## ICL | 2020 Social Media Director

- Supervision on development, design and execution of the social media marketing initiatives, content strategies and more.
- Managing social team by creating editorial calendars, monthly social measurement insights and creative briefs.
- Developing promotions and campaigns on social media assets locally and nationally to build traffic and awareness to the company.
- Updating the client websites and performing project management on various websites worldwide.



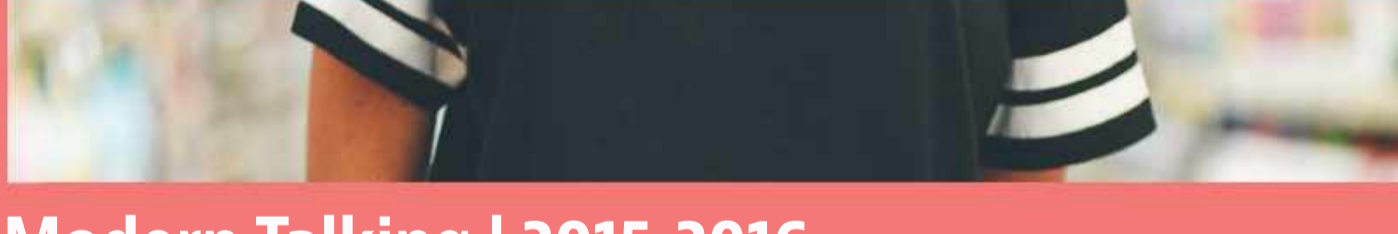
## GNS PUBLICIS | 2019-2020 Head of Social Media Department

- Planning, implementing, and optimizing social marketing campaigns, for both stand-alone clients and in support of multi-channel alike.
- Delivering presentations regarding strategic plans to the client's marketing team.
- Managing the social media team and direct reports. Responsible for community management, campaign management, creative development and social monitoring.
- Gathering dynamic, fresh material on shooting days for constant use in social media.



## BALLZ: - CONCEPT HOUSE | 2017-2018 Social Media Manager & PR Project Manager

- Consulting and performing social media activities and projects associated with PR department.
- Familiarity with website analysis and analytics, to identify opportunities for improving site conversion-rate.
- Performing and monitoring high-budget campaigns enriching the ROI of the client.
- Developing concepts and executing projects with domestic and international clients including AIG, EU Delegation Israel, leading financial institutes in Israel (Excellence Mutual Funds, Menorah Mivtachim and Kesem KTF) and associations (Ecocean, Joint Distribution Committee and more).
- Responsibilities included: Creative, Campaign management, content writing, strategy, team managing, client recruitment, account executive and more.



## Modern Talking | 2015-2016 Account & Social Media Manager

- PPC Manager - hands-on experience with Facebook advertising, performance, analysis and optimization of campaigns.
- Content-writing and management of the digital assets owned by the firm's customers.
- Working with in-house creative team and directing the creation of optimized content and designs for social and print.
- Experience setting-up and optimizing landing-pages and banners.



## Shimoni Finkelstein Perlmutter FCB | 2014 | Copywriter

- Developing creative ideas and concepts.
- Working with creative director, visual creative and producer to ensure all creative is delivered on time and within the client's expectations.
- Maintaining high standards of copywriting and exercising quality control on all copy.
- Working with art directors and designers to ensure copy tone and style are consistent.
- Craft copy for use in radio, television, digital assets, prints and other emerging media opportunities.
- Highly detailed oriented and sound editorial judgment.

# SKILLS

