

NAOR SELLA

◦ DETAILS ◦

Tel Aviv District, Israel
+972 54-2244714
Naor87@gmail.com

◦ SKILLS ◦

Ability to Work in a Team

Self-Learner

Creative-thinking

Excellent Interpersonal Skills

Marketing-oriented

Strong leader and self-starter

◦ LANGUAGES ◦

Hebrew (Native Speaker)

English (Professional)

Arabic (Advanced)

Spanish (Advanced)

Persian (Studying)

👤 PROFILE

Sales, Marketing, Business Development, and Customer Relations Manager, with a strong background in Cryptocurrency, DeFi & NFT worlds. Creative and able to work under high pressure and tight deadlines, knowledgeable and highly recognized within Cardano and COTI Blockchain platforms and NFT Marketplaces. Developed and managed successful NFT projects.

📁 EMPLOYMENT HISTORY

Business Development Manager at COTI Group

2022 — Present

- Managing all Cardano-COTI relations (Crypto & DeFi).
- Full project management, from early planning stage to BRD writing, working with production department, execution and sales.
- Brought dozens of strategic partnerships.
- Maintained customer success and customer support with our customers from pre-sale to post sale stage.
- Brought an enterprise with more than \$600M annual revenue to MoU signing.
- In charge of competitors and Blockchain partners research, alongside with investors to our products.

Sales, Marketing, Customer Relations and Social Media Manager, CNFT

2021 — Present

- Launched a gamers-oriented NFT series, including minting, omni-channel promotions, digital marketing campaigns, and social media, in constant aim to increase user-count in projects, with gross worth of \$600,000+ (and growing quickly).
- Full project management, from early planning stage to execution and sales.
- Profile building on Discord & Twitter.
- Building and maintaining NFT communities.
- Developing work relationships with big NFT influencers internationally on the Cardano blockchain network, for advertising and support.

Operations Officer, COVID-19 Tests Operation Room, Home Front Command COVID HQ

2020 — 2022

- Responsible for the COVID-19 testing sites within the country and data transfer between the Home Front Command and civilian companies - MDA, Target, FEMI, and Terem.
- Ordinance writing for Home Front Command units in the COVID-19 testing sites, along with coordination with liaison units in the local authorities
- Coordination of treatment of COVID-19 outbreaks in Israel and responsibility for transporting the tests from the sites to the laboratories

Project Supervisor, Local Government Economic Services Ltd.

2018 — 2021

- Managing projects operations countrywide, supervision and mediation with contractors, cleaning & security companies with the local authorities' tender requirements.
- Trust position of independent work at the project's sites. Management of daily schedules and monthly work plans.
- Responsible for client's connections and relations.
- Characterization and quality assurance of the "PractiCal" smart system along with user guide writing.

Regional Service Manager, Amishav Security Guard Service

2017

Deputy Security officer and "Separator" in the service of Israeli Ministry of Foreign Affairs and EL-AL, Amsterdam

2015 — 2017

- Promoted to this position within a short time and after excelling at highly demanding work goals.
- Responsibility for security checks for passengers and cargo destined to Israel.
- Fast-paced work with extensive teamwork, attention to small details, management of sectors, and decision-making in a dynamic and stressful environment.
- In charge of EL-AL station in Amsterdam's information security, a position that requires building of a training plan and tests to maintain the competence of the security staff.

PR Deputy Manager, Dan Hotels, Tel Aviv

2013 — 2014

- Management of Marketing Campaigns and social media advertisements.
- Improving guest's service quality and taking care of VIPs.

Security Officer, Dan Hotel, Tel Aviv

2012 — 2013

- Responsible for security and safety of the guests and workers, and in-charge of the hotel's projects.
- 2013 Security Department's distinguished employee.

Sales and Customer Support, Yes(D.B.S), 012 Smile, Spontanik

2008 — 2012

Logistics Management, sales and Customer Service in Israel, Ireland and England.

 **EDUCATION**

B.A Political Science and International Relations, The Open University

2012 — 2019

Complete Matriculation Diploma, ORT high school Yeshiva, Tiberias

2001 — 2005

Major in Communication and Sciences of the Land of Israel.

 **MILITARY SERVICE**

Combat Soldier, I.D.F.

2005 — 2008

Mandatory Military service as a combat fighter, finished at the rank of Staff Sergeant with active Reserve Duty.

Combat terrorists Interrogator.

Sharp Shooter.