



# Grisha Raber

## Resume

### Digital Marketing Expert

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#### SUMMARY

With over 9 years of experience, I am a highly skilled marketing professional with expertise in campaign management, content creation, copywriting, graphic design, website development, video editing, and 3D modeling and animation. My proficiency in utilizing AI tools adds value to my capabilities. Throughout my career, I have maintained a results-driven approach, consistently delivering tangible outcomes for businesses of various sizes.

#### SKILLS

Business management	<div style="width: 70%;"></div>	Problem-solving	<div style="width: 80%;"></div>
Marketing	<div style="width: 85%;"></div>	Social media	<div style="width: 95%;"></div>
Branding	<div style="width: 60%;"></div>	Market research	<div style="width: 85%;"></div>
Advertising	<div style="width: 75%;"></div>	Copywriting	<div style="width: 90%;"></div>
Sales	<div style="width: 65%;"></div>	Campaign management	<div style="width: 85%;"></div>
Creativity	<div style="width: 80%;"></div>	Collaboration	<div style="width: 95%;"></div>

#### NOTABLE ACCOMPLISHMENT

In my previous position as a MARCOM manager, I led the development and execution of a successful marketing strategy for a product that was not yet fully developed. This included creating videos, graphics, brochures, 3D animations, and a product page on the company website. Our efforts resulted in the company being able to apply to 5 different tenders across the world with a potential income of \$36M

#### OCCUPATIONAL EXPERIENCE

- 2022 - 2023: MARCOM Manager at Opgal Optronics by Elbit systems
- 2015 - 2023: MARCOM Manager and owner at the fitness development center in Karmiel
- 2015 - present-day: Marketing freelance for companies, Specialising in video editing, graphics, 3D animations, and content creation.
- 2015 - present-day: Owner and manager of several online businesses on the Shopify platform.
- 2010 - 2015: Commanding officer at Haifa port-security
- 2007 - 2009: Security contractor at Ashdod port-security

#### EDUCATION & COURSES

##### PROFESSIONAL EDUCATION

- **High tech industry skills** Course, PoMa by Jolt
- **Business management** from the ministry of treasury
- **Digital marketing** from the ministry of treasury
- **Business management** at "Alpha" academy
- **E-commerce** courses in online business and site-building:
  - Amazon FBA store building at SoSimple academy
  - Online store building course, at Dropship lifestyle academy
  - Online marketing course, Build sale grow repeat with Jon Warren

#### TRAITS & LANGUAGES

##### PERSONAL TRAITS

- Creative
- Strong work ethic
- Diligent and organized
- Flexible in face of changes
- Team player
- Honest

##### LANGUAGES

English	<div style="width: 85%;"></div>
Russian	<div style="width: 75%;"></div>
Hebrew	<div style="width: 80%;"></div>
Arabic	<div style="width: 60%;"></div>
Hindi	<div style="width: 40%;"></div>
Mandarin	<div style="width: 30%;"></div>

#### HOBBIES & INTERESTS

- I'm an enthusiast linguist with knowledge of 6 languages in various levels of experience
- I enjoy many sports activities like cycling, rock climbing, and jiu-jitsu