

MIKE WAIZMAN

PR and Digital\Social media strategist

📍 Israel

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Summary

- Poised and articulate professional with exceptional skills in supporting global leadership teams in the development and implementation marketing strategies to capture new markets and increase profitability.
- Trained in conducting research and analyzing and interpreting data to aid in decision-making efforts.
- Adept at communicating across diverse international audiences and collaborating cross-functionally to achieve corporate objectives.
- Creative and innovative thinker with strengths in aiding in the delivery of marketing communications and development of content for sales/marketing collateral.

Area of Expertise

- Competitive Intelligence
- Crisis Ruling
- Brand Relations
- Relationship Management
- Market Research/Analysis
- Sales/Marketing Strategy
- Customer Service
- Strategic Planning
- Digital and Viral Advertising
- Event Planning
- Negotiations

Computer Skills

MS Office (Word, PowerPoint, Excel, Outlook), SAP, CRM, Visio, BI Tools, Prezi, Premier,

Languages

Hebrew (Native or Bilingual)
Russian (Native or Bilingual)
Ukrainian (Native or Bilingual)
English (Native or Bilingual)
Italian (Basic Level)

Education

B.Ed English Studies and Pedagogic Science

Work experience

2014-10 -
End date

KGB Digital

KGB .co.il

Moscow-Tel Aviv Major clients:

- ▶ Digital Media and Public Relation Specialist for Blue and White Party
- ▶ Digital evangelist for Fishki.net second most popular entertainment site in Russia (more than 6 million users monthly)
- ▶ Digital Team manager for Zionist Union party (2015-2016)
- ▶ Development of my client's Digital Marketing strategy (Among our clients: – Mio, WD, Palit, Ijump)
- ▶ Social Media Marketing – Facebook, LinkedIn, YouTube, VK
- ▶ Media Management – In charge of all Performance campaigns results and analytics
- ▶ Brand Community management
- ▶ Content Management – Strategy building, creating all content materials for social platforms

KGB helps businesses plan, develop and improve their digital marketing activity.

My role as a co-founder and head of numbers included:

- Developing entry and advanced level qualification materials covering Facebook ads and Google Analytics
- Working closely with founders, business owners, marketing managers and their teams to implement this knowledge
- Researching client accounts and digital activity to extract tests, tools and optimization recommendations
- Discovering and acquiring new knowledge including ad & analytics tools, techniques, platforms and cheats

- Overseeing all online aspects of the product's marketing, i.e content, paid and organic media and PR
- Coordinating a team of design, UX, video and customer happiness professionals comprised of employees and freelancers.

2018-06 -
2019-06

Journalist and Digital Manager

Haaretz - Kan Darom (Shoken Group)

Was responsible for the coverage throughout one of the largest local newspapers and websites.

- Concept development, research, and production of a prime-time magazine that broadcast daily, and achieve substantial ratings
- Managing the magazine's social media presence while creating online engagement

2019-01 -
2019-04

Digital Media and Public Relation Specialist for Blue and White Party

Ben Horin & Alexandrovitz

- Ongoing work with high-profile executives, journalists, and spokespeople
- Crisis management
- Generate and implement social media strategy
- Manage the company's online presence
- In charge of Public Relations and manage communication with the media

2018-06 -
2019-02

Virality and Client Growth Specialist

OMG Studios

Our stories deliver the latest new and breaking content, most authentic feel-good news, surprising and fun issues from around the planet to bring you up-to-date innovative information. Our team of journalists works around the clock to create fun and inspiring content you can count on and leave you with a taste of more. We focus on what you want and need to know about, we treat each story personal so you can rely on us in confidence. Our goal is to bring you the web and fun and put it together in one convenient spot. Whether you need to know what's going on the other side of Earth or just would like to read an heart warming personal tellabout,

2015-06 -
2017-06

Head of the New Media department

Rimon Cohen Shienkman

Curating team to provide relevant content to reach the audience. Writing editorial content.

Manage the company's online department. Develop and operate cross-region digital strategy, as well as lead all online activities (inbound and outbound).

Main responsibilities:

Marketing lead- generation and lead life cycle

- User Acquisition
- Lead-nurturing
- Analytics and PPC
- Website UX/UI
- Social CRM
- Online Analysis and Monitoring, Automation
- Social Community Management.

Monitoring, listening and responding to users in a "Social" way, conducting online advocacy and open stream for cross-promotions. Developing and expanding communities. Oversee design(channels, ads, landing pages, Twitter profiles). Designing, creating and managing promotions and Facebook ad campaigns. Providing an advocacy help for the clients in Social Media spaces, engaging in dialogues and answering questions where appropriate. Implement a proactive strategy for capturing customer online reviews. Monitoring online ratings and respond accordingly as well as monitoring trends in Social Media tools, applications, design and strategy. Leading a team of digital strategy, content and technology, geared towards channel results.

By integrating the best and most advanced social marketing technologies into your ongoing efforts, driving our channel toward success in versatile media. We providing analysis, planning and integration of social platforms.

2012 - 2015 **Director of New Media**

Channel 9

Staff management, including department employees and outside contractors. Routine management of the department included developing and executing digital media strategy, social media management, content marketing, crisis management, political and social campaigning.

Responsible for all the New Media activities:

- ★ Planning, creating, analyzing and optimizing new media campaigns
- ★ Landing pages creating and designing
- ★ Website content editor:

2011-09 -
2012-09

New Media Marketing Manager

BBDO Data Pro Proximity

Israel Ministry of Foreign Affairs Account in Hasbarah project and developed first steps of Israeli digital diplomacia task force. Social Media Intervention and Bias Prevention

2010-07 -
2012-08

Tech Reporter

INN Israeli News Network

Was responsible for the technology coverage throughout one of the largest Israeli websites, both via a dedicated vertical and outside of it. Issued assignments to freelance reporters, managed a dedicated staff and covered the most complex issues.

2011-01 -
2011-12

PR executive

Allmedia PR Agency

Specialized in consulting, planning, and implementing integrated public relations and marketing communication activities for Israeli and foreign companies.

As a PR Account Manager I provided PR and MARCOM services, personal support and media and strategic consulting, focusing on high-tech and tourism fields, to local and international B2B and B2C companies, including Kaspersky Lab, Samsung and Motorola Mobility

I wrote and distributed press releases to the media in English and Hebrew, covered events and maintained constant communication with journalists across all media channels. By doing so, I increased the media exposure and the presence of my clients by 30%.

I drove communication campaigns and managed about 10 official pages in social media, blogs and newsletters, increasing clients conversation rate on the Internet for about 40%. In addition, I designed and led execution of strategic PR plans and managed bids with potential clients.