



**Talia Gertman | +972-54-3535700 | Address: Herzliya, Israel |
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- Extensive experience in digital marketing consultation to small, medium and large sized businesses
- Leading customers and their marketing (or Marcom) managers to improve marketing results and utilize the various digital marketing tools
- Development of "Training Nuggets," instant tips for customers about access and independent control of digital marketing channels and familiarity with them.

Professional Experience:

2017 – Current: Digital Marketing lecturer, online instructor and developer of Amazon courses and marketing consultant for SMBs

2012 – 2017: Marketing and premium customer accounts manager, WISY – Primary achievement: Promoted within a year to supervisor of account managers

- Manager of premium customer accounts, understanding the needs of small and medium sized businesses and preparing work plans accordingly.
- Application of marketing plans via the internet, including mobile marketing and management of complex campaigns on Google AdWords.
- Excellent familiarity hands-on with all Google tools including Google+, Analytics, Google MCC, WMT, Google AdWords Places, Google Shopping, Mobile Adds, Remarketing and more.

2005-2011: Marketing manager and owner of Shmurat Tzeva Ltd. Primary achievement: Recipient of Entrepreneur of the Year award from Yediot Ahronot Newspaper

- Building the company from the very start and management of marketing on Google.
- Reaching from zero to 1.8 million NIS turnover within two years – primarily due to correct online marketing.
- Results of marketing – signing an agreement with Bezeq for artistic painting of all Bezeq cabinets in the country.

2002-2005: Owner of E-Learning implementation business. Primary achievement: Training teachers from the Amal educational network to use the internet

- Development of national continuing education seminars for teachers for incorporating the internet in education.
- Actual instruction and guidance of teachers and school management in applying the programs and incorporating them into the curriculum at the schools.



2000-2002: Program Manager at Intel, Kiryat Gat. Primary achievement: Promotion to management of Intel-U within a year

- Manager of managers and employees development programs at Intel Kiryat Gat.
- Management of project to establish a LMS system at Intel Israel and participation in an international team to develop an E-Learning portal.
- Management of training program, Intel University, management of employees and managers and working with various interfaces in the organization.

1997-2000: Center for Educational Technology (CET). Primary achievement: Two schools which I led won the Education Award

- Establishment of educational informatics department and implementation of indices for information quality on the internet.
- Development of curricula for wisely using the internet.
- Primary achievement – two schools which I trained won the Israel Education Award for the curricula developed in the framework of the project.

1997-2000: Educational Television, Scriptwriter for “Sesame Street”

- Writing scripts with messages of coexistence, tolerance and accepting different people.
- Writing scripts dealing with stereotypes and prejudices.
- Primary achievement – I was accepted out of thousands of applicants with no prior experience in scriptwriting.

Education and Professional Training:

- Ph.D. Studies at the Center for Futurism, Ben Gurion University.**
- MA in E-Learning, participation in international research team, Tel Aviv University. (Graduated with honors)**
- BA in Literature and Theater, Hebrew University, Jerusalem.**

Languages: Hebrew – Mother tongue | English –Very high level

**Recommendations will be provided upon request