Yoel Ben-Avraham

Social Media Strategist at Doogma Tec Ltd.

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Summary

When you've done it all: Software development; End-User computing support; Software Engineer trainer and later educator; Online Business consultant; and you've decided to step down from leadership and management roles, what do you do?

Over qualification is not my issue. Who cares! Finding interesting challenges that afford me the opportunity to help others benefit from my skills and experience is my primary focus. No project is too small as long as it permits me to remain true to my professional motto of over thirty years:

People helping People benefit from Technology!

Please notice the emphasis on 'people', the operative word is 'benefit' and the means of delivering it is the effective ultization of appropriate technologies!

Have a challenge you could use an outsider's insights on? Give me a call or drop me a line!

Experience

Social Media Strategist at   Doogma Tec Ltd.

June 2014 - Present (3 months)

Responsible for exploiting the full potential of online & social media technologies to further the business & organizational objectives of Doogma Tech Ltd. These responsibilities include:
- Managing all social media platforms for the business
- Creating and evaluating social media strategies.
- Monitoring, responding to, and communicating with the online community.
- Developing new methods to engage consumers on social platforms.
- Growing the company's social media reach.
- Educating prospective clients and assisting them in their decision process of how and when to adopt Doogma's unique eCommerce technology

Consultant at   Net-Presence.ca

June 2003 - Present (11 years 3 months)

Assist clients in setting up and managing the most effective suite of online marketing and advertising service, integrate the online components into their conventional campaigns, to achieve measureable results in their marketing or public relations initiatives. (ePublicist.ca became Net-Presence.ca in September of 2010)

5 recommendations available upon request

Customer Service / Retention Team Leader at   AMDEX American Dispatch Exchange
October 2008 - March 2009 (6 months)

Responsible for establishing the necessary frameworks and procedures to assist Amdex customers in the use of our services. Identifying and rectifying problems that might cause members to discontinue their service with the company.

Customer Service at   IDT Global Israel
August 2005 - July 2008 (3 years)

Customer Service to clients of major American ISP and Regional Teleco company. As a member of the 'Executive Services' team, my role was to resolve complicated issues escalated by the Customer Service team leaders, negotiating resolution of the customers issues by coordinating the activities of representatives of multiple departments in the company, and occassionally external agents as well.
2 recommendations available upon request

Senior Trainer at   Sivan Computers Ltd.
September 1992 - August 2002 (10 years)

Developed and delivered courses in computer programming for Sivan Computers in Tel Aviv, Jerusalem and Beer Sheva. The primary focus was teaching the participants the basics of software develop and programming in 'C', 'C++' and Java. During this period I exploited the growing ability of the Internet to extend the teacher-student relationship beyond the classroom walls.

Lecturer, Occupational Retraining at   Jerusalem College of Technology
September 1999 - June 2002 (2 years 10 months)

Developed and delivered unique occupational training program. This intensive program involved preparing scholars from non-technology fields for work as SW developers in Israel's (then) growing High-Tech industries. Due to the quality of participant, the intensity and duration of the program, a high number of graduates found employment in the field and most of them are still working in it despite the down-turn in recent years.

Principal at   Learning Online Inc.
December 1994 - August 1998 (3 years 9 months)

In the training area of my responsibilities:
I developed curriculum and course ware that exploits the communication; I trained technical trainers to successfully deliver on line courses; and provided mentorship to technical on line trainers.

In addition I developed a entire suite of on line applications using Perl and mySQL to support the delivery and follow up of on line learning for Learning Online's courses to its hundreds of students world-wide.

Software Developer at   Objective Software
June 1992 - November 1994 (2 years 6 months)

• Developed Client/Server applications in C/C++ where client software under MS-Windows retrieved data from mainframe based legacy systems
• Created various DLL utilities to support data transfer in Hebrew via 3270, TCP/IP and other proprietary

communication protocols
• Clients included Computer Associates, Kupat Cholim Cllali, Chief IDF Education Officer, Makorot (National Water Agency)

Consultant - Departmental Solutions at York Business Associates
September 1990 - May 1992 (1 year 9 months)

• Delivered departmental solutions for networked Personal Computers in various corporate clients.
• Primary responsibilities were:
• Pre-Sale support involving defining user needs and basic application specifications (upon which a price quotation could be adequately prepared)
• Full systems analysis for departmental applications in a networked PC environment
• Team Leading (mentorship) responsibilities of programming team developing application as per my analysis and specifications

Computer Science Instructor at University of Toronto
January 1988 - January 1992 (4 years 1 month)

Developed and delivered both computer skills acquisition courses like MS-Word and MS-Excel, as well as programming courses for professional developers RBase, 'C' and the then nacasent Windows Operating System. Before returning to Israel I collaborated with the School of Continuing Studies on soft-skills workshops like Politics of Projects, Leadership in a Technical Envirobnment and Train-the-Trainer.

Information Center Analyst at DYLEX inc.
September 1987 - September 1990 (3 years 1 month)

My first task in the Dylex Information Centre was to develop courseware and prepare trainers to teach 5,000 Dylex employees in the productive use of Personal Computers. Over time I developed a 'problem oriented' style of learning that gradually empowered the participants to explore solutions to problems without outside assistance.

Later, as a developer I was responsible for the needs analysis and system specifications for standard and networked applications. I developed applications in dbase, Rbase and 'C' (Windows 3) using a prototype approach which kept user involved in all stages of application development.

As a consultant I was always "prospecting" to identify maturing technologies that could deliver a measureable benefit to our in-house clients.

Eventually, as Information Centre manager I was responsible for a team of seven who undertook to fill the roles described above.

Certifications

HootSuite Solution Partners
HootSuite Media Inc.   May 2014

Courses

Systems Analysis, Software Development
Insititute of Industrial Productivity

Systems Analysis

Volunteer Experience

Trainer on OU Jobs at   Orthodox Union
January 2013 - Present (1 year 8 months)

Deliver no-charge workshops on skills individuals seeking employment can benefit from like LinkedIN and my Your Next Career workshop.

Publications

inSights into Net-Presence
http://inSights.Net-Presence.ca   August 1, 2012
Authors: Yoel Ben-Avraham, Evan Hamilton, Neil Licht, Brittney Leigh Smith, Corey Eridon, Jamie Turner

inSights is Net-Presence's cork board, a place where we share interesting insightful articles we feel our clients (and prospective clients) will benefit fromin their search for cost effective online marketing tools and techniques.

Net-Presence inSights
Online
Authors: Yoel Ben-Avraham

A monthly collection of best-of-breed articles of interest to Small Business owners and Nonprofit organization marketers assisting them in the mastery of the art & science of online & Social Media marketing.

Social Media Engagement Campaign Ideas
Online   2014
Authors: Yoel Ben-Avraham

A collection of Social Media engagement campaign ideas, some we've run for our clients, others we've proposed but have not yet been accepted. We've published the ideas site to help spark others discover Social Media engagement campaign concepts that will work for them.

Languages

Hebrew

Projects

National Health Publication - USA

September 2013 to February 2014

Members:Yoel Ben-Avraham, Elana Kutscher, # Shlomi Sasson, Fernando Ayala, Chaviva Karon

After learning the publication's business : objectives, audiences and existing conventional distribution mechanism, we provided them with a master plan to create an inbound marketing hub and an associated Social Media dissemination network to deliver the content to as broad an audience as possible where they could be engaged and converted into subscribers or followers.

Inner Stream - CDN

September 2004 to Present

Members:Yoel Ben-Avraham

A Canadian Rabbi was interested in both increasing the exposure his thoughts and articles could generate and as a byproduct generate both book sales and speaking engagements. With careful coaching, the occasional short intensive tutorial and constant mentoring in the art & science of online and more recently Social Media marketing, all of this client's objectives were achieved, and more!

Christian Pro-Israel Woman's Organization - USA

October 2001 to Present

Members:Yoel Ben-Avraham

A woman's organization based in Fort Worth Texas needed to update their five year old website and upgrade their entire approach to sharing their message and engaging their audiences with current techniques and technologies. Over the period of several months we assisted them (twice) in upgrading their online infrastructures, and on a month-to-month basis provided them to technical support they needed to have stable and uninterrupted service. Concurrently we coached and mentored them in the art & science of content marketing and assisted them in managing their original email distribution list till it grew five times its original size.

National Daily Deal Service - USA

October 2011 to December 2012

Members:Yoel Ben-Avraham, Chani Trepp, Avital Simon, Milan Novkovic

A US based daily-deal service wanted a complete brand remake and urgently needed a complete upgrade to their online infrastructure. Over a period of several months we learned, documented and mapped out the entire marketing and sales process, evaluated suitable products, purchased, installed, and managed the configuration of the website and associated email delivery systems. The ground work was laid for a more serious integration of Social Media marketing to the existing services but a change of ownership decided on other priorities.

Skills & Expertise

Personal Computer Guru

Online Business Consultant
Articulate Presenter
Online Marketing
Software Development
Technical Training
Virtual Teams
Customer Service
Web Development
Public Speaking
Writing
Social Media
Team Management
Social Media Marketing
Team Leadership
Social Networking
PC
Online Advertising
Presenter
Training
Management
Marketing Strategy
Leadership
WordPress
Product Management
Entrepreneurship
Marketing
Start-ups
Email Marketing
Business Development
E-commerce
Negotiation
Product Marketing
Networking
Analysis
Public Relations
Web Marketing
Open Minded
Consulting
Telecommunications
CRM
SEM
Integration
Google Analytics
Web Analytics
Strategic Partnerships

Education

Sun Microsystems Tel Aviv, Israel
Java Programmer & Developer, Java Software Development, 1999 - 2000

Learning Tree Toronto, Canada
Software Developer, C Programming Language, MS-Windows Application Development, 1987 - 1989

Insititute of Industrial Productivity
Systems Analysis, Software Development, 1983 - 1986

Interests

Hiking, camping, digital photography, archeology

Linked in.

7 people have recommended Yoel

"I have worked with Yoel for over 7 years. He has been a great web Master, he always walks me through new changes, keeps cost to a minimal. He looks for inivated ways to get new subscribers. I recommend him to anyone in need of his assistence. Jodie Anderson Battalion of Deborah"

— **Jodie Anderson**, was Yoel's client

"Mr. Ben-Avraham has the ability to listen and understand more than the speaker is able to express because of his experience, creativity and understanding of psychology and daily StreetSmarts. These qualities are essential in forming and executing and marketing plan. I would highly recommend Mr. Ben-Avraham someone who is meticulous not only in his work but his ethics. -David Kaufman"

— **David Kaufman**, was Yoel's client

"Working with Yoel is like working with a wellspring of knowledge and encouragement. He helped me discover resources I never realized I possessed. He has given me the courage to much of what I do today. Most important, he guided me along this route and helped me understand the tools available to me via the internet."

— **Eliezer Gurkow**, was Yoel's client

"Yoel helped me set up a website that I was trying to get done for years. He guided me with the technical knowledge that I didn't have and helped me get my ideas down to a website that worked for me. He helped me choose a wordpress design that would best showcase my work, and persisted in giving me the skills to run the site on my own. He insisted that my site not remain stagnant and set me up with all presently available networks to best reach my clients. Yoel is very professional, personable, reliable and I highly recommend his work."

— **Suri Provisor**, was Yoel's client

"I had the opportunity to work with Yoel at a start-up company. His contribution to the 'Business Development and Research' of that company was as impressive as was his contribution in his official role as Customer Service Coordinator. When I hired Yoel, the main challenge of the company was to find the proper format to work on-line which we were still developing at that time. With Yoel's arrival real movement forward was made due to his experience with e-commerce and we finally started receiving results. I was very

impressed with his work, his dedication and all encompassing involvement with the business. We are now considering to work again with Yoel (as a consultant with ePublicist) on a couple of projects in light of our very positive experience with him."

— **# Shlomi Sasson***, Manager, Vernet Technologies*, managed Yoel at ePublicist.ca

"It is with great pleasure that I have the opportunity to recommend Yoel for any position he deems he should be doing, as it was a great pleasure to have Yoel as a colleague at work. Yoel is just that type of person. He commands the respect of all that need to interact with him, whether briefly or on a constant basis because of his ability to get the job done with a spirit of integrity and creativity. Friendly, diciplined, responsible, hard working, experienced, honest, etc are just a few of the positives that come to mind when I look back at our time together at IDT. If you need to rely on someone in your organization to do whatever, then you would rest assured if you knew it was Yoel. Please accept my warmest reccomendation of Yoel."

— **Elan Shakarov***, Client Services Manager, IDT Global Inc.Israel*, managed Yoel at IDT Global Israel

"I've worked with Yoel at IDT Global Services for the better part of the past year. A number of months ago a new group, which deals with our highest profile customers, was formed. I was put in a position to train and supervise Yoel for this project. Within a very short period of time it became clear the that his rich skill set and extensive experience made Yoel a natural for this or any similar position. Yoel has a consummate blend of well developed people skills, an extraordinary understanding of technology blended with an impressive problem solving orientation to every task he undertakes. I would strongly recommend him for any position which he may seek."

— **Noah Caplan***, Assistant/Acting Supervisor, IDT Global Services*, managed Yoel at IDT Global Israel

Contact Yoel on LinkedIn