

Ilan Kushner

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<https://www.upwork.com/freelancers/~013be3c60f594bc955>

Summary

My Mission comes from my self-realization and grandest desire to lead meaningful marketing activities that'll achieve significant success for the business.

My journey in Digital Marketing began as a self-learner by being a highly motivated and great marketing believer with an understanding of the fundamental importance of the incremental increase in digital demands at the new world order.

My top soft skills are:

- Problem Solving & Creativity
- Tactical & Adaptable Mindset
- Emotional Intelligence
- Communication & Collaboration skills
- Data-driven & everlearning
- Motivation & Ambition

My top technical skills are:

- Online Marketing & Advertising
- Data Analytics & Marketing Analytics
- Digital Media
- Marketing Strategy & Management
- Campaign Management
- Marketing Research

Experience



Digital Marketing Specialist

Upwork

Apr 2020 - Present (1 year 11 months +)

Main activity:

- Marketing Strategy - Creating and implementing a marketing strategy of business goals and objectives such as gaining a competitive advantage and creating growth processes in demand in the online space
- Market Research - Conducting market audiences research and competitive analysis for creating the most efficient go-to-market attitude.
- Marketing Analysis - Analyzing marketing performance data on digital channels and drawing the necessary conclusions to maximize their effectiveness and streamline return on investment
- SEM - Search Engine Marketing - SEO | PPC - Search Engine Promotion
- SEO - Search Engine Optimization - Business promotion in organic search results
- PPC - Pay Per Click | Campaign Manager - Advertising & Managing paid campaigns through various Social Media, Search engines & networking websites channels with a variety of platforms.
- SMM - Social Media Marketing - Promoting the business on social networks

- Content Marketing - Managing content creation & distribution, and creating content strategy plan with dedicated & relevant content for each marketing channel and to each stage of the customer buying journey in the funnel.



Country Marketing Manager (Israel)

Findmykids

Sep 2021 - Present (6 months +)



Digital Marketing Specialist

Proofig

Feb 2021 - Present (1 year 1 month +)



Digital Marketing Manager

Eatwoods

Feb 2021 - May 2021 (4 months)



Account Manager

Accountant Office

2020 - 2020 (1 year)

- Initiating meetings and inquiries to potential customers in the market
- Locating customer needs and creating transactions
- Ongoing management of customer relationships while maintaining customer retention and strengthening their loyalty
- Conduct in teamwork and collaborations with external partners

Education



The Open University of Israel

Bachelor's degree, Management - Psychology

2017 - 2021



ORT Colleges

High School Diploma

2009 - 2011

Licenses & Certifications



Google Ads Search Certification - Google Digital Academy (Skillshop)

Issued Feb 2020 - Expires Feb 2021

42937884



Google Ads Display Certification - Google Digital Academy (Skillshop)

Issued Mar 2020 - Expires Mar 2021

45393615



Google Ads Video Certification - Google Digital Academy (Skillshop)

Issued May 2020 - Expires May 2021

45516900



The Fundamentals of Digital Marketing Certification - Google Digital Garage

RJH MGY ABZ



Google Ads Measurement Certification - Google Digital Academy (Skillshop)

Issued Jun 2020 - Expires Jun 2021

50226067



Google Ads Apps Certification - Google Digital Academy (Skillshop)

Issued Jun 2020 - Expires Jun 2021

50874474



Google Ads Shopping Certification - Google Digital Academy (Skillshop)

Issued Jun 2020 - Expires Jun 2021

50874224



Google Analytics for Beginners Certificate of Completion - Google Analytics Academy

Issued Jun 2020 - Expires Jun 2023



Advanced Google Analytics Certificate of Completion - Google Analytics Academy

Issued Jun 2020 - Expires Jun 2023



Google Analytics Individual Qualification - Google Digital Academy (Skillshop)

Issued Jun 2020 - Expires Jun 2021

41949413



Online Marketing Fundamentals Certificate - eMarketing Institute

CERT001072335-EMI



Search Engine Marketing Certificate - eMarketing Institute

CERT001093265-EMI



Inbound Marketing Certified - HubSpot Academy

Issued Jul 2020 - Expires Aug 2022

af6b8038a8a74c9eb7156be6ace6ae2c



Google My Business - Google Digital Academy (Skillshop)

54737450



Online Marketing Foundations - LinkedIn



Content Marketing Foundations - LinkedIn



Google Analytics Essential Training - LinkedIn



Google Ads (AdWords) Essential Training - LinkedIn



Social Media Marketing Foundations - LinkedIn



Marketing on Facebook (2019) - LinkedIn



SEO Foundations - LinkedIn



Marketing on Instagram - LinkedIn



Social Media Marketing: ROI - LinkedIn



Social Media Marketing: Strategy and Optimization - LinkedIn



Email and Newsletter Marketing Foundations - LinkedIn



SEO: Link Building - LinkedIn



SEO: Keyword Strategy - LinkedIn



Advertising on Facebook - LinkedIn



Introduction to Graphic Design - LinkedIn



Become a Digital Marketing Specialist - LinkedIn



Learning Shopify - LinkedIn



Content Marketing Certification - HubSpot Academy

Issued Nov 2020 - Expires Nov 2022
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 **Social Media Marketing: Managing Online Communities** - LinkedIn

 **Social Media Marketing for Small Business** - LinkedIn

 **Social Media Marketing with Facebook and Twitter** - LinkedIn

 **Marketing on Facebook** - LinkedIn

 **Leading a Marketing Team** - LinkedIn

 **Learning Google Tag Manager** - LinkedIn

 **Marketing Foundations** - LinkedIn

 **Digital Marketing Foundations** - LinkedIn

 **Marketing Tools: Social Media (2019)** - LinkedIn

 **Growth Hacking Foundations** - LinkedIn

 **Social Media Marketing Foundations** - LinkedIn

 **SEO: Keyword Strategy** - LinkedIn

 **SEO Foundations** - LinkedIn

 **Introduction to Graphic Design** - LinkedIn

 **Writing a Marketing Plan** - LinkedIn

 **Branding Foundations** - LinkedIn

 **LinkedIn Marketing Solutions Fundamentals** - LinkedIn

Issued Nov 2021 - Expires Nov 2023
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 **Marketing Foundations: Analytics** - LinkedIn

 **Advertising on Facebook** - LinkedIn

Skills

Google Analytics • Google Ads • Social Media Marketing • Search Engine Optimization (SEO) • Digital Marketing • Search Engine Marketing (SEM) • Pay Per Click (PPC) • Campaign Management • Sales & Marketing • Marketing Strategy

Honors & Awards

 **Top Rated Plus** - Upwork

Feb 2022

To earn a Top Rated Plus, must display proven success on large or long-term contracts, build a strong reputation on Upwork by getting positive feedback time after time, including work on high-value contracts.

Top Rated Plus - represents the top 3% of performers on Upwork.

 **Top Rated** - Upwork

Jul 2021

Top Rated, represents the top 10% of talent on Upwork.

 **Rising Talent** - Upwork

Feb 2021

To become a Rising Talent, you must have great potential based on a strong background in your field(s) and early success with your Upwork clients.