

Shlomtzi

#ResuME

SHLOMTZI BERGER;

ART DIRECTOR; WRITER; DESIGNER; THINKER

CREATIVE MARKETING @ GROO

(ONCE KNOWN AS GROUPON)

ART, DESIGN AND COPY FOR ALL OF THE MARKETING MEDIA CHANNELS ON WEBSITE AND ON APPLICATION, DESIGN AND CREATING BANNER CONCEPTS, CAMPAIGNS, UX, UI, SOCIAL MEDIA, NEWSLETTERS. THINKING ABOUT ECOMMERCE MANEUVERS AND MORE

2016-CURRENT

BRANDING

OWNER AND PARTNER AT BECOME STUDIO FOR DESIGN AND BRANDING \ MANAGING CREATIVE AND CUSTOMERS

MANAGING A SMALL AND HOMEY STUDIO OF DESIGNERS, COPY AND PROGRAMMERS WITH MARKETING SERVICES AND BRANDING PROCESSES: BEGINNING WITH DEVELOPING NAME FOR BRAND, CHARACTER, GRAPHIC LANGUAGE AND IMPLEMENTATION IN WEBSITE, APPLICATION, NEWSLETTER AND VARIOUS PRINT PRODUCTS. IN ADDITION: WRITING CONTENT (MICRO COPY) FOR CLIENTS - LANDING PAGES, NAMES, SLOGANS AND TEXT

2008-2016

CUSTOMERS: ORANGE / PARTNER / RALCO / RENAULT / NISSAN / GOLF / GOLF KIDS / GOLF AND CO. / WALLA / GADE / AFRICA ISRAEL / ML / CASTRO / CRAZY LINE / ZEITA / ROYALTY / NEWPAN / GOTEX / AMINACH / LACHMI / LEXMARK / GETTER BOUTIQUE / GROOPON AND MORE #PARTIALLIST

MARKETING

MANAGING CAMPAIGNS FOR LEADING CUSTOMERS IN THE MARKET, AT BIG MARKETING FIRMS, IN TEAM WORK FROM CONCEPTION TO VISUAL LANGUAGE, BUILDING SETS AND SUPERVISING PHOTOSHOOTS TO THE FINAL STAGES- VIDEO, ADDS, SIGNAGE, WEBSITE, BANNERS OR APPLICATIONS

FIRMS: REUVENI PRIDAN / ADLER CHOMSKI / YEHOSHUA / BAUMANN BER RIVNAY / INBAR MERHAV SHAKED / GELLER-NESSIS / PROMARKET / AND MORE

EDUCATION

VISUAL COMMUNICATIONS AND ART, MEIMAD

CREATIVE WRITING, ESHKOL NEVO AND ORIT GIDALI

WEBSITE >

www.shlomtzi.com

INSTAGRAM >

[instagram.com/shlomtziiberger](https://www.instagram.com/shlomtziiberger)

FACEBOOK >

[facebook.com/shlomtzilab](https://www.facebook.com/shlomtzilab)

WRITING > PERSONAL BLOG

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whatsapp

