

Omri Shafran



EDUCATION

Art Direction & Graphic Design
Habetzefer- Israel's Advertising Agencies Academy | 2015-2017

B.A. in Film & Television
Tel Aviv University | 2010-2013



SKILLS



PORTFOLIO

moneydoesntbuystyle.com



LANGUAGES

Fluent in Hebrew and English



MILITARY SERVICE

Help Desk- Squadron 69
Air Force | 2003-2006

- Sergeant First Class, Rifleman 03



INTERESTS

Technology | Art | Fashion |
Cooking | Reading | Basketball |
Snowboarding | Skateboarding |

omrishaf@gmail.com | moneydoesntbuystyle.com | 052-4676625



EXPERIENCE

Sales & Digital Media Manager

Skipass Ski & Snowboard | 2008-2014, 2016

- Trained and managed the chain's 30-employee sales team and evaluated employee performance under pressure while meeting defined sales goals of 15-20 million NIS per season
- Researched, organized and carried out Snowboard Department pre-orders of 600K NIS per season as the chain's Main Retail Buyer
- Managed and produced the chain's digital presence through projects, including the generation of creative concepts, online advertising, branding and marketing, the maintenance and upkeep of all social media platform accounts as well as the production of videos and product photography, UX/UI for 5 websites, production and printing of the chain's annual magazine as well as flyers, coupons and membership cards

Previous roles: Creative Director, Social Media Director, Head of Employee Training, Content Copywriter, Salesman and Shift Supervisor

Achievements:

- Produced over 100 videos
- Managed and produced 3 printed magazines, distributed annually to 20,000 households
- Established and created a community of 14,000 users on various social media platforms
- Increased the chain's revenue by 25% during my tenure
- Established new business relationships for collaborative ventures

Multimedia Administrator & Video Producer

Strauss Group | 2014-2015

- Video Producer and Photographer for the Communications Department of the Group's HQ as part of the Digital Team (social media, events, apps, food, factories, conferences and products)
- Graphic design for the Group's HQ (social media, infographics, banners, newsletters, apps, landing pages and slideshows)
- Oversaw the development of the Group's website (WP) and its user interface (UX/UI), managed the website's content, budget and a team of service providers
- Supervised the optimization of the Group's main archive and its user interface (UX/UI)

Achievements:

- Produced 30 videos with over 1 million views
- Published 5 photos in leading newspapers and websites
- Led the revamping process for the Group's new website and user interface
- Successfully lobbied for a 50K NIS increase in the archive budget
- Remodeled the Group's digital archive

Winter Sports Commentator

Israel Sports Channel | 2014-2016

Facilities Manager

Camp Hatikvah, Canada | 2009-2011

- Managed the camp's \$300K budget
- Supervised daily maintenance and safety of structures, facilities, equipment and food

Previous roles: Unit Head- Managed a team of 15 counselors and 70 campers, Media Director- Photography, editing and daily uploads to the camp website

Achievements:

- Budget savings of 20%
- Initiated use of digital media, including online photo sales and video sharing

Video Producer and Photographer

Freelance | 2007-2016