



## EDUCATION

Miami International University of Art & Design • Miami, FL • GPA: 3.9  
**Bachelor of Arts in Advertising** • President's List • Graduation: June 2014

## PROFESSIONAL EXPERIENCE

**Spirit Car Electronics** • Hallandale, FL • May 2011 - Present  
Graphic Designer/Art Director: Achieved marketing objectives by branding and advertising

- Rebranded the identity of the company (logo, tagline, website, letterheads, business cards, promotional items etc...)
- Created package design for all products
- In charge of Social Media (Instagram, Facebook, and Twitter)
- Designed advertising campaigns
- Built and designed the company's catalog (included editing all product's pictures)

**Y&R Advertising Agency** • Brickell Key, FL • August 2011 - June 2012  
Receptionist

- Provided exceptional customer service in a professional manner while directing the front desk area

**Israel Defense Forces** • Israel • January 2008 - April 2010  
Sergeant in the Operation/War Room

- Received information of every operation and war event occurring on land and made a snapshot for commanders at high ranked generals
- Managed and trained a team of seven women soldiers in a 14- hour shift day/night
- Directed top secret operations which entailed large responsibility and attention
- Since the day-to-day job is securing the soldiers' and civilians' lives, staying calm, being responsible, and attentive was essential to get the job done

## CAREER PROJECTS

**Rebranding Ulta:** Rebranded Ulta Beauty; logo, website, mobile app, product packaging, store signage, and advertising campaign  
**Capstone Campaign:** Created a proposal, marketing plan, creative brief and an advertising campaign for an organization that wishes to recruit young Jews in Miami, FL to the Israel army. The organization was rebranded as part of the marketing plan  
**Gusman Theater Campaign:** Researched, planned, conceptualized, set goals, proposed, and introduced a new campaign for the Gusman Theater of Miami; proposal was accepted

## SOFTWARE SKILLS



## LANGUAGES

**HOLA!**  
Spanish - fluent

**HELLO!**  
English - fluent

**שלום!**  
Hebrew - fluent

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MORE THAN A RESUME

AAF MEMBER