

## **RINA XXXXX**

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### **SKILLS & EXPERTISE:**

- 14+ years' experience in defining, building, managing and implementing marketing communication strategies, expert in launching innovative products.
- Lead and oversee marketing launch teams, market research teams and communication teams.
- Building marketing integrated strategy, supporting programs relevant to the needs of the local markets and managing launching and branding processes.
- Considerable verbal and written communications skills, concept presentations, strategically based marketing messages.
- Identify and map the barriers and motivations for growth, identify opportunities, identify consumer behavior, local trends and insights.
- Wild experience with PowerPoint, XL, familiarity with InDesign.
- Vast experience in marketing research and strategic marketing consulting.
- Languages: Hebrew, English, Russian, basic Spanish.
- Strong communication skills, creative analytic thinking, ability to drive change and manage matrix teams & complex tasks.

### **PROFESSIONAL EXPERIENCE:**

#### **2011 -2015 CONSULTING**

- Defining and managing brand strategies, creative and communication strategies and activities, trends search, develop and execute strategic brand workshops for local teams , develop and coordinate marketing materials or related communications, liaise with project stakeholders, internal R&D teams and service provides on an ongoing basis. Business support markets: Israel, USA, England, Romania, Russia, Azerbaijan, Sri Lanka. Projects for: Future Crops LTD., Isrotel, Henry Teig hotels, DavidShield Insurance, Alka Corporation, SML Success LTD, Tel – Aviv Municipality, Nanokeratin System, Eretz- Israel museum and others.
- In charge of implementing TNS Global Internal project for the Israeli branch.
- A Lecturer at 'Delta – Startup Studio' Recanati Business school Tel- Aviv University.

#### **2007 –2011 JWT Global Advertising Agency (from 2009 V.P. of Strategy)**

- In charge of Strategy Department in planning research, marketing-communication activities. Promote international developments within the group. Strategic marketing consultant to Orange, MSD Pharmaceutical company, Isrotel, Castro, Harel Insurance and Finance Group, Ma'abarot Group, Central Bottling Company, Electra Group, and many more of the agency clients.
- Lead and oversee marketing-communication processes, brand equity, expansion of product ranges in categories. Introduce ideas for the development of new categories, identify and map the barriers and motivations for growth, identify marketing opportunities, introduce innovative qualitative marketing research techniques to clients from the fields of Psychology and Neurology.

#### **1997-2006 Founder and Director of Strategy - Migzarim Marketing Communications**

- Strategic expertise in the Arab, Ultra-Orthodox, Russian, and 50 + sectors. Unique nature of the job required complex maneuvering between the different markets .Managed and directed Planning team in marketing communications activity for: Strauss-Elite, Arab Bank, Isrotel, MifalHaPayis, Hogla-Kimberly, BituachYashir, Egged, Sugat, Shekem Electric, Cellcom communications, Coop, Eldan Motorola, and others.
- Provided support for market research and for determination of marketing potential to 35 of the agency's clients including: competitive environment analysis of each sector's market, initiating and accompanying market research, Nielsen analysis and strategic recommendations for expansion of the client's fields of activity.

#### **1993-1997 Director of Jewelry Exchange - Jerusalem branch**

- Managed staff of 7 people, managed branch reconstruction and re-opening, organized press conferences, social marketing, media planning and advertising. Intensive work with PR, BTL

### **EDUCATION:**

1995-1998 **Master's degree in Communications-** Hebrew University of Jerusalem.

Thesis in strategy, marketing communications.

1978-1990 **English High school** - Graduated with excellence at Saint- Petersburg.