

GUY HAZAK

DIGITAL MARKETING EXPERT

CONTACT

 New York

 +1-(646)-272-6506

 Guy.Hazak@gmail.com

 www.guyhazak.com

 www.linkedin.com/in/guyhazak

Authorized to work for any US employer

EDUCATION

MBA | 2022 - 2023
Reichman University, International School
Accelerated International Master's Program in Business Administration for Outstanding Students.

- Major: Product Management.
- GPA: 90/100

BA | 2019 - 2022
Government, Diplomacy and Strategy
Reichman University

- Majors: (1) **Data, Government and Democracy - Excellence program**; (2) **Diplomacy.**
- Internship - Research regarding Terrorism and Digital - Cybercrime Department, Israel State Attorney's Office.
- Member of the debate club.
- UI/UX program.
- GPA: 92/100

Journalists Course | Summer 2014
GLZ - Israel's premier radio station

LANGUAGES

- English** (Fluent)
- Hebrew** (Native)

FIELDS OF EXPERTISE

- Marketing Strategy & Development
- Social Media Campaign Management
- Content Creation
- Branding
- Data-Driven Marketing

PROFESSIONAL SUMMARY:

Digital Marketing and Social Media Expert with over a decade of experience in both public and private sectors, leading cross-functional teams to drive impactful, data-driven campaigns for global brands. Passionate about leveraging digital platforms to create innovative content and foster community engagement, I consistently deliver results by blending creativity with a strategic approach. I am enthusiastic about technology, diplomacy, travel, sport, and media, which enrich my approach to innovative marketing strategies.

WORK EXPERIENCE

Head of Marketing - Secret Flights (Travel-Tech company) 2021 - Present
Key Achievement: Gained 1M+ Israeli followers with zero ad spend on social media, generating 800K+ monthly redirects from the website and ranking #2 in Google Israel's 2022 Travel Trends.

- Leading the marketing department at Israel's top travel-tech company, specializing in flight price alerts.
- Managing a team of 7 social media managers and content editors, while overseeing community managers, SEO, automation, and graphic design.
- Leading the marketing strategy for global expansion into the US and Ireland.

Product Marketing Intern - Rookout (Acquired by Dynatrace) 2021
Key Achievement: Developed and implemented a new marketing strategy for the flagship product, which was adopted by the marketing team.

- Summer intern in the marketing department of a software startup company providing observability solutions for DevOps engineers.

Social Media Manager - Reshet 13 (Leading TV Channel in Israel) 2018 - 2021
Key Achievement: Managed social media for 'Survivor' and 'Big Brother' TV programs, leading them to become the #1 TV shows on YouTube, Instagram, and Facebook in Israel.

- Developed and implemented a social media strategy, including creative content creation, for one of Israel's largest television channels.

Community Manager - "The Lounge" (Travelers Community) 2018 - Present
Key Achievement: Established the #1 Facebook community for frequent travelers in Israel.

- Responsible for collaborations with luxury travel brands, including United Airlines, El Al, Turkish Airlines, and others.

Digital Marketing Consultant - Peer Levin PR Firm 2017 - 2018
Key Achievement: Managed Minister Yoav Gallant's social media, ranking him among the top 10 Israeli politicians on Facebook with the second-highest engagement in 2017.

- Worked with a diverse client base, including Israeli ministers, public figures, organizations, and leading commercial entities.
- Developed and implemented comprehensive digital marketing strategies, encompassing content creation, SEO, PPC, and additional online marketing techniques.

Digital Content Editor - IDF Radio (Israel's premier radio station) 2014 - 2017
Key Achievement: Winner of the 2016 GLZ Radio Commander Outstanding Soldier Award.

- Volunteered for military service; selected as one of the 5% of candidates accepted into the IDF prestigious journalism course.
- Digital editor and social media manager for IDF-GLZ Radio. Led the development and execution of a new digital strategy, including the establishment of the radio station's social media accounts.

VOLUNTEERING AND SOCIAL ACTIVITY

- 2019-2022: PR and digital advisor for the "Shoval Program," integrating intellectually impaired individuals into academic institutions.
- 2021: Participated in the "Influencers for Dialogue" program, fostering collaboration between young adults from Israel and Turkey.
- 2018: Internship at the Israel-American Council (IAC) in Boston, consulting on digital content issues.
- 2014: Social Impact Certificate of Excellence - Ramat Hasharon Municipality.
- 2011-2014: Various guidance positions at the Israeli Scouts.