

# JASMIN AIZIN

## RESUME

### PROFILE SUMMARY

Creative and results-driven Marketing Professional with extensive experience crafting engaging content and building strong brand presence. Skilled in visual storytelling, copywriting, and UX/UI design to connect with audiences. Deep multicultural understanding shaped by 8 years abroad.

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### EDUCATION

#### Tel Aviv University 2018 - 2022

- **B.A in Psychology:** Developed skills in research methods and statistical analysis. Enhanced ability to understand emotional and psychological needs and human behavior.
- **B.A in Communications:** Developed strong writing and abilities, from crafting copy to creating engaging videography.

#### Shenkar College 2021 - 2022

- **UX UI Certification:** Gained practical skills in optimizing user experiences to enhance engagement and usability.

### SKILLS

- **Technical Skills: CRM** (Meta Business Suite, Powerlink, Semrush), **Design and content** (Figma, Canva, Wix Web, Premiere Pro, Firefly, CapCut) and Microsoft Office Suite.
- **Marketing Skills:** B2C marketing, content creation, social media marketing, and market research.
- **Soft Skills:** Detail oriented, empathetic, analytical, creative and diligent.

### LANGUAGE

- English: Native
- Hebrew: Native

### WORK EXPERIENCE

#### Creative Account Manager Studio 0304

2025 - Present

- Managed large-scale accounts at a branding studio, leading projects from concept to execution.
- Developed creative briefs and marketing strategies, translating business goals, product value, and user insights into marketing initiatives.
- Conducted competitor research to support strategic decision-making and enhance proposals for competitive tenders.
- Collaborated with creative, design, marketing, and UX/UI teams to deliver high-impact results.

#### Marketing Manager Alfa Kitchen Ltd.

2019 - 2025

- Developed marketing strategies that drove revenue, brand awareness, and audience engagement.
- Created and led multi-channel campaigns, including all content and copy, utilizing AI tools to reduce cost per lead.
- Conducted market and competitor research to uncover growth opportunities and optimize performance.
- Directed UX/UI and content initiatives, ensuring consistent messaging and enhanced user experience.

#### Mental Rehabilitation instructor Kidum Rehabilitation Projects Center

2020 - 2021

- Provided personal assistance in a variety of fields with an emphasis on personal goals, psychopathology management and daily obstacles.
- Gained knowledge and experience in the world of psychology, furthering insight into human behavior and mind.

#### Foreign Affairs Visitation Non Combat Officer Israel Defense Forces (IDF)

2014 - 2016

- Facilitated high-level interactions with foreign military attachés and delegations, fostering strong, lasting relationships.
- Leveraged cultural knowledge to enhance international communication and cooperation at a diplomatic level.
- Organized and executed official ceremonies and events, demonstrating precision and organizational excellence.