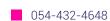


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Holon

# Areas of Expertise

<u>Designer</u>: Formally educated designer offering expertise in digital and print media- product and company branding, advertisement, conceptualization, and animation. <u>Manager</u>: Over 10 years managerial experience- training new employees for basic work and existing employees for managerial work, supervising and tracking employee progres maintaining business to business relationships <u>Entrepreneur</u>: Proven self-starter- taking projects and businesses from conception to success

## Professional Experience

### Inventor and Founder of CASEONIT: 2015 - corent

CASEONIT, a product designed as a practical accessory for the ever-growing cannabis industry, was a successful entrepreneurial venture. I hold the patent for the product, which I developed, designed, branded, and sold myself. The product focused on meeting the consumer's practical needs as well as fulfilling a desire for lifestyle branding. After creating and executing successful digital marketing campaigns, the product gained impressive sales in both Israel and Europe. Recently, I have brought on a partner to oversee day-to-day operations I continue to operate in a limited capacity as needed, acting as a design and general consultant

### Freelance Designer: 2015 - corent :

My work as a freelance designer demanded that I utilize mastery of multiple platforms. I have been hired for my expertise in branding, marketing, advertising, filming, production, animation, and interior design

### Store Manager & General Manager at Pull and Bear Franchise Stores: 2006 - 2015

Pull and Bear (an Inditex affiliate) is a fashion leader both within and outside of Israel. I worked my way up within the company and was eventually put in charge of management training programs and supervising trainees' ongoing work. I taught regular training courses on management, human resources and customer service. I also held positions within the organization as a bank liaison, designer and storefront decorator

## Education

Holon Institute of Design: 2011 - 2015 Bachelor of Design in Visual Communication



## Military Service

Sergeant First Class: 2006 - 2009 Responsible for maintaining the Be'er Sheva Draft Center Archive, working with pre-draftees through the recruitment and testing process