

GUY FEINBERG

107th Rothschild Blvd., Tel-Aviv | Phone: +972-54-3961616 | IM@GuyFeinberg.com

Summary

Graduated with honors from the IDF Spokesperson unit. Co-founder of the New Media section in the IDF. Experience in New-Media solutions consulting, Commercial strategic planning, UX design and Social-Listening.

Employment Experience

2017 – Today: CDO Balzar – Roth Ltd.

- Collaborating and working with the CEO Mr. Idan Roth, to provide the digital consulting services branch of the firm.
- Consulting to various Israeli big companies: Mypensya, Amnon Gur, Galgalim, Bombardier and more.
- Consulting on cyber marketing and digital transformation to C-level executives and Board members, based on unique devised models of design thinking aimed at reducing costs and increasing organic reach and exposure.

2017 - : Prime Minister's Office

- New-Media consulting to Dr. Michael Oren, Deputy Minister in the Prime Minister's Office, in charge of Public Diplomacy

2016 – 2017: Adler Chomski | Grey – Data Scientist

- Strategic planning and guiding of marketing campaigns and branding for the firm's clients such as Bezek Cyber, Jeep, Teva and more.
- In charge of developing research models and social listening means for supporting strategic operational insights and decisions.

2016 –: Wix.com – Community manager and head of Wix E-com reviews Section

- E-com Community manager

2015– 2016 Apollonia Surf Ltd. – Owner and CMO

- In charge marketing IT and all the administrative work concerning the Education Ministry

2013 – 2015: BeardStory.com | CMO

2009 – 2012: IDF Spokesperson Division. – Head of Social Listening ops.

- In charge of developing research models and Social listening means for supporting strategic operational insights and decisions. Participated in the establishment of the New Media Section in the unit.

Education

2017 **BA from the IDC Herzliya, majoring in Communication and Interactive-Media.**

2003 – 2009 Graduated Alliance High in Tel-Aviv, majored in Computer Science and Chemistry.

Languages

Hebrew – mother tongue, English – mother tongue level.

Skills & Tools

UX & UI, Design Thinking, Story Telling, Web Develop, Graphic Design, Deep web Research, Social Listening, Chatbots and A.I training.