

Pavel (Pasha) Pugach

Basic Info:

Age: 32 | Residence: Dizengoff 46, Tel Aviv | Mobile: 0526494570 | Mail: pashapugach88@gmail.com | [Linkedin](#)

Education:

2019-2021 - Copywriting studies (Graduated with honors), **ACC Tirza Grannot.**

2013-2016 – B.A degree in economy and communications, **Tel Aviv University.**

2006-2008 - Bagrut certificate, theater studies, **Multidisciplinary Science & Arts Amal High School, Nahariya.**

Relevant Professional Experience:

2021 - Copywriter & Creative Digital -**Bruckner Yaar Levi**

2021-2021 - Copywriter & Social Media Manager – **NEW\M&C Saatchi Tel Aviv**

2020-2021- Copywriter, **MarketMe – Shani Aloni**

- ❖ Creating digital creative strategy for agency's clients
- ❖ Creating Concepts & Creative & Copy for campaigns
- ❖ Writing monthly Gantts & content for all digital platforms

2019 – Creative & Content Manager, **BSA Ashkenazy & Zaltzman:**

- ❖ Hands on clients FB & IG pages management – Creating and executing Gantt charts, RTM activities, concept creation for campaigns and ongoing routine.
- ❖ Providing creative solutions on various projects: ads script writing, search ads texts, wording and concepts for banners and more.

2017-2019 – Head Of Content, **Operad LTD:**

- ❖ Re-establishing company's content department including recruitment and training of employees
- ❖ Budgets managing on clients and departmental level.
- ❖ Managing client's FB pages activity.
- ❖ Managing clients web blogs.
- ❖ Managing clients SEO off page activity.
- ❖ Managing clients content on their Newsletter activity.

2016-2017 - Off Page & FB Pages Manager, **Operad LTD:**

- ❖ Creating and publishing articles on external sites (Linkbuilding), locating, negotiating and purchasing media for advertising.
- ❖ Hands on Facebook page management - from content plan level, operation and creating monthly reports.

2015-2016 – Public Relations intern, **Tel Aviv Global, Municipal Company:**

- ❖ Responsible for and contact with foreign journalism inside and outside of Tel Aviv.
- ❖ Monitoring news mentions, publishing press releases, writing marketing content and organizing tours for foreign journalists.

2014-2015 – Digital Marketing intern, **Haaretz Group:**

Military Service:

- ❖ Driver, Air Force Base, Ramat David, Released as staff Sargent.

