

## **Pavel (Pasha) Pugach**

Creative for nearly a decade. Some highlights below, but for the full Pasha Pugach experience, check out my [portfolio](#).

### **Basic Info:**

Age: 36 | Residence: Simtat Beit HaSho'eva 6, Tel Aviv | [Linkedin](#) | [pashapugach88@gmail.com](mailto:pashapugach88@gmail.com) | 0526494570

### **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**.

### **Experience:**

2021 - Copywriter & Creative Digital - **Web3 (Bruckner Yaar Levi Group)**

- ❖ Conceptual thinking and formulation of campaigns for all offline and online platforms for a variety of big clients.
- ❖ Creating campaigns for always on activity of all platforms - Google, Meta, Tiktok, Tabula, Outbrain and more.
- ❖ Creative for relationship marketing – concepts and microcopy for customer journeys activity (newsletters, SMS, push notifications and more).

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

- ❖ Creating campaigns and marketing moves - guerilla, TV scripts, social media activities and more.
- ❖ Managing social pages and creating monthly Ganttts - marketing thinking at the level of ideas for posts as well as writing the text and copy.

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

- ❖ Creating social creative strategy for agency's clients.
- ❖ Creating concepts & creative & copy for targeted campaigns.
- ❖ Writing monthly ganttts & content for all digital platforms.

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

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

2016-2019 – Head Of Content, **Operad LTD:**

- ❖ Re-establishing company's content department including recruitment and training of employees.
- ❖ Managing client's FB pages, web blogs, newsletters and all content products.

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

- ❖ Responsible for and contact with foreign journalism inside and outside of Tel Aviv, writing press releases and content.

### **Skills and languages:**

- ❖ Hebrew and English - mother tongue level, Russian – basic
- ❖ Full control of Office, Google, Figma and Canva applications, basic knowledge of Photoshop.
- ❖ Hands-on daily with AI tools – language models, image/video generators, no-code building – while continuously experimenting and learning.