

## **Pavel (Pasha) Pugach**

### **Basic Info:**

Age: 35 | Residence: Frenkel 19, Tel Aviv | Mobile: 0526494570 | Mail: [pashapugach88@gmail.com](mailto: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 - **Web 3 (Bruckner Yaar Levi Group)**

- ❖ Conceptual thinking and formulation of campaigns for all offline and online platforms for a variety of large clients.
- ❖ Writing campaigns for always on activity - creating texts for the platforms of Google, Meta (Facebook, Instagram), Tiktok, Tabula, Outbrain and more.
- ❖ Creative for relationship marketing - thinking about concepts and writing all texts as part of customer journeys activity (newsletters, SMS, push notifications and more).

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

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

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 Gantts, 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.
- ❖ Budgets managing on clients and departmental level.
- ❖ 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.