

# Melissa Shapiro

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## Summary

Experienced in email marketing and social media marketing. Autodidact. Self-starter. Excited to bring a positive and focused attitude to any business looking to grow their digital footprint.

## Experience



### Email Marketing and Social Media

#### LEIBISH

Feb 2022 - Present (1 year 5 months)

- Responsible for the design, content and execution of email marketing
- Created email automation workflows - welcome/user engagement/re-engagement/thank you
- Analyze campaign performances - open/click/conversion rate
- Design weekly newsletters to send to a worldwide database
- Worked along side content writers, photographers and designers to ensure maximum performance
- Managed the marketing plan for each month
- Worked with a graphic designer to create monthly banners for the website
- Planned and executed photoshoots for a variety of campaigns



### Social Media and Community Manager

#### Ignite Fitness Training

Mar 2021 - Feb 2022 (1 year)

- Oversee interactions with the prospective clientele through implementing content strategies on social media channels
- Maintain the growing community
- Responsible for the growth of organic leads
- Identify trends in customer interactions
- Create and manage regular posts
- Responding to regularly followers
- Used editing, composition and color skills to create graphic design templates for content and user friendly landing pages
- Optimized social media posts through brand identity, using hashtags, creating contests and giveaways, starting conversations and using colour to attract attention
- Used KPI's to analyze strategies
- Evolve ideas and concepts to increase exposure



### Design Software - QA

#### Browzwear

2019 - 2020 (1 year)

- Worked closely with lead developers to test Browzwear's innovative 3D design software that enables fashion designers to seamlessly create new products



## **Content Manager**

### **WeSki**

Dec 2017 - Dec 2019 (2 years 1 month)

- Managed the WeSki's UK facing Facebook and Instagram accounts and managed the content for the UK website.
- Priorities included implementing email campaigns and sequences to drive incremental traffic and sales to the WeSki brand.
- Worked closely with the CEO to build investor decks and presentations.
- Designed and managed branded marketing campaigns across key channels.
- Created engaging video content to promote the WeSki brand from writing, storyboarding, creation and VO.



## **Promotions Manager**

### **ArtsHead**

Jul 2014 - Jun 2016 (2 years)

- Managed marketing and sales activity for premium art shows in central London
- Established and retained relationships with prospective clientele through face to face marketing
- Used ArtsHead owned and operated Facebook page to bring in new clientele through engaging posts and content
- Performed regular market research to better understand customers and inform marketing and promotional strategies



## **Marketing Coordinator**

### **The Warehouse Project**

2012 - 2014 (2 years)

- Assisted with the booking of international music artists and locations for events
- Responsible for VIP guests making sure all their requirements were met
- Communicated with and ensured impeccable relations with the company's sponsors and major suppliers

## **Education**



### **University of the Arts London**

Sound Arts and Design, Fine and Studio Arts

## **Skills**

Adobe Creative Suite • GetResponse • Canva • monday.com • Web Content Writing • Adobe Photoshop • Social Media • Manual Testing • Data Analysis • Business Development