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HILA AVINADAV

[SENIOR BRAND & MARKETING DESIGNER]

PROFESSIONAL PROFILE

- Design enthusiast with 8 years' experience executing impactful projects and campaigns across all digital channels. My expertise includes developing and delivering high-quality designs that meet the client's needs.
- I have an excellent eye for detail, and have a proven track record of meeting tight deadlines by multitasking and prioritizing workloads. I am a highly motivated individual with a passion for creativity and innovation.
- Strong aptitude for problem solving and troubleshooting with excellent communication and Leadership skills. Ability to quickly learn and adapt to new technologies and processes.

WORK EXPERIENCE

SNIPER MARKETING 2018-2023

→ *Senior Brand & Marketing Designer*

- Developing and implementing visual branding strategies and marketing campaigns in accordance with the company's message to its target audience; developing marketing campaigns and supervising performance while maintaining brand principles and values and providing recommendations for improvement.
- Leading brand design and marketing staff: responsible for managing ongoing operations, including allocating tasks, setting goals, implementing work methods, and developing a professional design culture as well as providing feedback.
- Designing landing pages, banners, white papers, websites, automation flows, and other social media marketing materials in accordance with the brand strategy.
- Working closely with the company's customers: formulating concepts, conducting market research, characterizing business needs, and translating them into technical processes on user engagement platforms while maintaining quality and schedules by managing several projects simultaneously.
- Manage Facebook, Instagram, and LinkedIn social media campaigns. Developing strategies to increase customer engagement and satisfaction. Monitoring and optimizing campaigns to achieve maximum ROI.
- Researching and developing content for both marketing and business objectives.

ATIS MARKETING 2017-2018

—> Brand & Marketing Designer

- Comprehensive responsibility over all branding processes, including strategic reasoning regarding formulating the concept, defining target audiences, designing and developing the design language in accordance with the brand vision
- Creation and execution of all digital and physical materials, such as the website, packaging, advertising and promotional materials, to ensure brand identity consistency. Monitoring the brand identity's success and making adjustments as needed.
- Analyzing the results of A/B testing to identify areas of improvement.

INTERNOVUS 2016-2017

—> Junior Marketing Designer

- Designing online marketing material from the idea right up to launch. This includes designing the logo, landing pages, banners, newsletters, presentations, articles and external websites while maintaining brand consistency and identity.
- Developing and formulating design and brand language for companies while consistently improving the creative process E2E.
- Working closely with media buyers to create a large variety of marketing material while managing A/B testing in various channels. Using a wide range of languages (Italian, English, French) while making adaptations.
- Working in collaboration with designers, programmers, digital managers and SEO.

EDUCATION

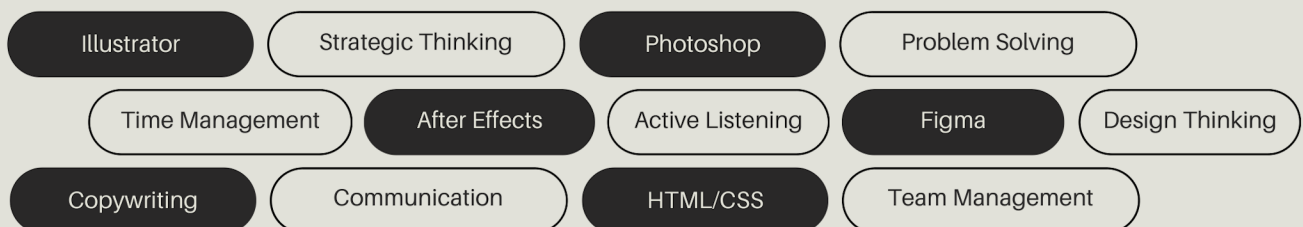
ELEVATION ACADEMY 2018

—> Product Management

HIT - HOLON INSTITUTE OF TECHNOLOGY 2014-2016

—> Visual Communication

SKILLS



VOLUNTEERING

"IMAHOT LO OGROT-HOLON" 2023-2024

—> Community Management