

OBJECTIVE

Dynamic Project Manager with 3+ years of experience in e-commerce, system integration, and data analytics. Specializes in managing complex technical projects, including CRM systems and web intelligence, with a proven track record in corporate and military intelligence. Skilled at leading cross-functional teams to deliver high-impact solutions on time and under pressure.

SKILLS

Project Management Tools: Salesforce CRM, Workato, Jira, Confluence .

Technical Skills: SQL, Python, Workato.

Intelligence and Analysis: Data Analytics, Business Intelligence, OSINT, WEBINT, SIGINT.

Specialties: Technical Design, Process Optimization, System Integration, User Acceptance Testing.

LANGUAGES

Hebrew | Native

English | Native

persian | Native

EXPERIENCE

**B2C Project Manager / E-commerce Website Manager** Feb 2024 — Present  
Philip Morris Israel

- Lead end-to-end management of the company's e-commerce ecosystem.
- Oversee a technical team of developers and delivery specialists.
- Coordinate integration between the e-commerce platform and Salesforce CRM.
- Spearhead technical innovations and implement new features.
- Collaborate with third-party vendors to ensure alignment on e-commerce system enhancements and integrations.
- Deliver scalable and efficient solutions that drive business growth and improve customer experience.

**Reporting System Project Manager** Aug 2023 — Sep 2024  
Philip Morris Israel

- Spearheaded data analytics initiatives and managed company's reporting systems.
- Authored comprehensive technical designs aligned with user requirements.
- Oversaw the implementation of end-to-end project management methodologies to ensure project success.
- Optimized analytics processes and enhanced user guidance systems.

**B2B Project Manager** Jan 2023 — Feb 2024  
Philip Morris Israel

- Managed complex projects from the discovery to deployment.
- Built and maintained strategic partnerships with third-party vendors.
- Directed system deployment, integration, and training initiatives to ensure seamless adoption.

**Project Manager** Dec 2021 — Dec 2022  
Unit 8200

- Led strategic intelligence projects and oversaw system implementations.
- Managed cross-functional teams in high-pressure environments, ensuring alignment with organizational objectives.
- Designed and executed mission-critical operations to achieve key strategic goals.

**Web Intelligence Analyst & Content Creator** May 2020 — Dec 2021  
Unit 8200

- Conducted in-depth target audience analysis to optimize intelligence strategies.
- Designed and executed strategic media campaigns to enhance outreach and engagement.
- Created and disseminated specialized intelligence materials tailored to operational needs.

EDUCATION

**IDF Intelligence Corps Professional Training** Dec 2019 — Jul 2022

Specialized training in intelligence operations, data science, and project management methodologies.

**Hof Hasharon High School** Sep 2015 — Jul 2019

Completed advanced studies in Mathematics, English and Social Sciences, earning distinguished academic achievements.