



Peleg Lotati

Social Media Manager and Copywriter

Personal Info

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- 📍 Modiin Maccabim Reut

Links

[My website](#)

Education

- **Communication and Management Degree**
College of Management Academic Studies
Oct 2018 - Oct 2021
- **Product management course**
Elevation academy
Jan 2020 - Jun 2021
- **Investigative and casting course**
Make - The practical school for media
Jan 2017 - Mar 2017

Languages

Hebrew

English

Skills

Creative thinking

Creative writing

Social media

Filming and Editing

Summary

TLDR

I'm Peleg, And I'm a Social Media manager and Copywriter for The Past 3 years.

I specialize in Social Marketing on LinkedIn, Facebook, Instagram, And TikTok. My passion is Creating and editing videos. Ever since I can remember, I've been curious and creative, and I love to work hard toward my goals.

Work Experience

Social Media Manager, Reuveni Pridan

December 2022 - July 2024

I specialize in marketing on social platforms such as TikTok, LinkedIn, Instagram, and Facebook.

B2B and B2C marketing, Employer Branding - Editing videos, working with influencers, Writing Campaigns, RTM and OBM content.

Copywriter and social manager, Concept Media

November 2021 - November 2022

-Writing ads and preparing Ganttts, content for websites, mailings and issuing SMSs.

-Scheduling, operation of social networks - Facebook, Instagram, Tiktok, LinkedIn.

-Creating slogans, editing videos, and ideas for RTM.

Copywriter and Branding Manager, College of Management (Internship)

November 2020 - June 2021

Creative thinking that includes creating slogans, writing content, Copywriting and uploading content to the college's social networks

Copywriter, TwentyThree (Internship)

June 2020 - March 2021

Twentythree is an advertising company that specializes in creating content for digital platforms. In my specialization, I was responsible for copywriting and content creation for several brands.

Military Service

Operations room Soldier

April 2014 - April 2016

A meaningful and satisfying service.