

# GUY FEINBERG



GUYFEINBERG.COM



KING@GUYFEINBERG.COM



+97254-396-1616



25, holds a BA from the IDC Herzliya, majoring in interactive media. Graduated with honor from the IDF Spokesperson unit. Co-founder of the New Media division in the IDF. Experience in managing online campaigns and social campaigns. Recently finished a role as community manager at Wix.com.

- 2012-Commander of the IDF spokesperson course.
- 2011- Commander (complex routing control information of international media)
- 2009-2010-HFC spokesperson

▼ Certificate of Appreciation for being an outstanding officer in the IDF Spokesperson course.

▼ Certificate of Appreciation for communication analysis which researched the use of social networks during the 'Arab Spring'.



2013-2016 – BA in Interactive communication, IDC Herzliya.

## SKILLS:



### • 2016-Wix.com 1/1-14/7

Managing ongoing relationship with the communities of Wix users, user testing analysis, expertise in raising ratings in online app stores, project management-working with FrontEnd programmers an UX designers, accounts management and more.

### • 2015-CEO Apollonia surfing Ltd. 1/1-1/9

Establishment of the club and surf school at Tel Baruch beach Tel Aviv. Besides building a business plan and managing a team of 30 staff, including counselors, administrative staff and a sales team, I was a full partner in writing the educational content and I have worked closely with the advertising company MARKETME.

### • 2013-2015- BeardStory Boston L.T.D 1/5-1/1

For two years I worked as director of social media for BeardStory Boston magazine. I worked closely with the American team and owned the media aspect of the company, PPC campaign management and SEO writing for the company website.

### • 2014- GREENBIZ green entrepreneurship incubator Marketing manager. Recruitment campaign manager. 1/9-1/12

IDC ENTREPRENEURSHIP CLUB

