

לשימוש פנימי בלבד!
לא לפרסום

לשימוש פנימי בלבד!
לא לפרסום

לשימוש פנימי בלבד!
לא לפרסום

Anat Mograbi

Mobile: 054-2362460 | E-mail: anat90m@gmail.com | Residence: Haifa | Year of birth: 1990

Work Experience

2021 - today: **Director of Marketing and Digital, Arab Community - Management Office, Clalit Health Services**

- Adaptation of digital products and services to the Arab culture and language.
- Management, provision of professional tools, enrichment for organizational institutions and districts, for effective management of the social network in the Arab community.
- Design and integration of tools to increase the scope of the Arab community's use of Clalit's social media.
- Media accompaniment of cross-organizational processes: dissemination of messages to Arab employees regarding ongoing activities, innovations and more.
- Content creation and improvement on social network pages for the Arab community: Facebook, Tiktok, YouTube, Instagram.
- Work with advertising agencies, development and digital departments, responsible for user experience.
- Management of work interfaces with suppliers, while maintaining a general image, language uniformity and brand value.
- Monitoring and response (competitive intelligence): daily scanning of social networks, response to exceptional events.
- Production of follow-up and auditing reports.

2018 - 2021: **Head of Customer Service, Samara Marketing**

- Management of PR and advertising promotion budgets, annual volume of NIS 9.5 million.
- Management of complex cross-organizational projects for the firm's departments, projects from the digital world from end-to-end, responsible for the final profitability of all projects and activities of the firm's clients.
- Management of a team of 14 employees (production, creative, strategy, PR and media), ongoing supply management.

2009 - 2017: **Babcom Centers**

Senior Recruitment Officer (2017)

- Employment profile and evaluation center development, in-depth interviews, sourcing on social networks.
- Accompanying: new employees in the recruitment process, recruitment managers training, internal mobility processes.

Recruitment Coordinator (2014 - 2016)

- Responsibility for all stages of recruitment for service and sales positions: management of assessment centers, interviews, screening and reliability tests.
- Work with recruitment sources: social networks, friends promotions, employment bureaus, placement companies and associations.
- Employee integration, wage and labor law issues, welfare event planning and execution, and HR missions and projects.

Director of Training at YES, Arkia and Cellcom Call Centers (2012-2014)

Head of Customer Service and Sales Center, Cellcom (2011-2014)

Shift Manager, Cellcom Center (2009 - 2011)

Education

2021 - 2022: **M.A. in Digital Strategy and Marketing Communications student, Ono Academic College**

2014 - 2017: **B.A. in Human Resources Management and Criminology, Western Galilee Academic College (Bar Ilan U. Branch)**

Additional Training

2019: **Communication and Press Course for Young Journalists, Alam Center - The Arab Center for Media Freedom, Development and Research**

2019: **Digital Marketing course, Maof for Business**

National Service

2008 - 2009: **Mentor in schools and informal education counselor, Shlomit Association**

Community Activities

2019 - today: **Active member, diverse social activities for youth in Haifa, "Standing Together"**

2015: **Accompanying and guiding at-risk youth, "The House on Haim Street", Haifa**

Languages: Arabic - native language | Hebrew - native language level | English - good level

Computer Applications: Office, SAP, Monday, AMDOCS, Google Analytics, Google Ads, Facebook Ad Manager