

Curriculum Vitae - Eli Baskin

Birth date 13/08/1980

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I am an independent person and Internet entrepreneur, Nuclear Engineer, Honors MBA graduate and possess many fields of interest. I am looking for job opportunities that involve business strategy and marketing; however I am open for job offerings in other fields, always ready to pioneer new horizons.

Employment experience

2011 **Campaign Manager** / 888 Holdings

- Implemented marketing campaigns using Affinium CM software (UNICA) and MS SQL.
- Established interfaces with internal customers such as CRM, Web, copywriters and the creative team while understanding needs and complexities.
- Used BO (Business Objects) to retrieve and analyze operational data.

2010–2011 **Founder & Developer**/ book2.co.il

- book2.co.il is a young Drupal and PHP-based startup which offers bookshops, publishers and authors a complete package that allows them to sell their books.
- Developed and implemented a win-win revenue sharing scheme for my customers.
- Responsible for the marketing strategy, SEO, SEM, social media and more.

2009–2010 **Team Leader** / NOVA project

Managed four aspiring Business Administration students in a consulting and marketing task for "Gate to the Negev" project, which result was a one-year marketing plan.

2009–2010 **Secretary-General (Chairman)** of Student Organization / BGU

Managed the BGU student council, which is the directorate of the Student Organization.

Education

2009–2010 **Honors MBA** / Ben Gurion University of the Negev

Honors MBA is a full-time English-language international MBA program designed for outstanding Israeli and foreign students and supported by Columbia University.

2003–2008 **B.Sc. in Nuclear Engineering** / Ben Gurion University of the Negev

Courses such as Image Processing, Medical Imaging, Nuclear Instruments and more.

Technical skills

C, PHP, Matlab, SQL, LPC, Drupal and user end experience with Google tools (Google Analytics, AdWords, AdSense, WebMaster central, etc.)

Military Service

1999–2002 **Military Intelligence Technician** / IDF

Managed a technical team, responsible for communication and mainframe systems.

Miscellaneous

Languages **Hebrew** - native language, **English** - very high command of language, **Russian**- reading and speaking.