

Abigail Levy

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Tel Aviv, Israel

[Portfolio](#)

Education

2008 -2013 | B.A Fine Arts
Bezalel | Jerusalem
Glass and Sculpting Major

2011 | Exchange Student Ecole des
Arts Décoratifs | Strasbourg, France
Technologies

Skills

Professional experience:

- Photoshop
- Illustrator
- Premiere
- After effects
- InDesign

Proficient in:

- Excel
- Word
- Power Point

Platforms:

- Shopify
- Facebook Ads
- Klaviyo
- Zapier
- Mailchimp
- Wix
- Wordpress

Languages:

- Hebrew
- English
- French

Experienced E-Commerce Manager, Web Design, and Marketing with a strong background in the fashion and jewelry industries. Skilled in Shopify website management, digital marketing campaigns, graphic design, and customer service. Proficient in Adobe Creative Suite (Photoshop, Illustrator, Premiere, After Effects, InDesign) and Proficient in with platforms such as Shopify, Facebook Ads, Klaviyo, and Zapier. Fluent in Hebrew, English, and French.

Web Design Freelancer | present

- Specialized in web design and graphics design, including motion graphics, technical illustrations, and commercial/marketing content.
- Offering comprehensive design services to diverse clients, meeting their unique needs and delivering visually appealing and engaging digital solutions.
- Developed visually appealing websites for multiple brands, creating impactful online presence and driving increased user engagement.
- Utilized advanced design software and tools to create eye-catching and interactive web designs that surpassed client expectations.
- Collaborated closely with clients to understand their vision, requirements, and business goals, resulting in successful project deliveries.

E-Commerce Manager | Tres TLV, Fashion Brand | Tel Aviv | 2023 - July 2023

- Shopify website management, including content creation, material uploads, and data collection to boost sales performance.
- Implemented an efficient tracking sheet system for online customer service management, ensuring prompt and effective support.
- Streamlined inventory tracking.
- Created email Marketing Campaigns.
- Enabled wholesale purchasing from domestic and international brands.
- Collaborated with ad agencies to execute online paid campaigns on platforms like Facebook, Instagram, and Google Analytics.
- Strategized, implemented, and analyzed campaigns to optimize results and achieve marketing goals.
- Product photography and graphic editing for ads and online platforms.

Marketing & E-Commerce Manager | Ruby Star, Jewelry Brand | 2017-September 2022

- Strategic campaign management increasing sales 20% YoY.
- Orchestrated end-to-end Facebook paid campaigns, aligning with the brand's artistic vision.
- Managed the Shopify website, creating original content, uploading materials, and implementing promotional activities to drive sales.
- Creating Email Marketing Campaigns
- Led social media content creation, including photoshoot production and artistic conceptualization for new collections.
- Conducted product photography and graphic editing for ads, ensuring suitable materials for posting.

- Collaborated with photographers, stylists, and influencers to enhance brand visibility.
- Streamlined online customer service process for prompt and effective support.

Production & Distribution Manager

- Oversaw the full cycle of jewelry production, leading a team of 3, ensuring cost-effective operations, efficient stock management, adherence to timelines, and product quality.
- Established strong supplier relationships and managed wholesale distributor operations, stock, and sales.
- Conducted training for store sellers and staff, enhancing their knowledge and skills in sales and operations.

Store Manager | Shlomit Ofir, Jewelry Brand | 2015-2017

- Established and managed a successful sales network of wholesale and distribution in Israeli stores, driving revenue growth.
- Led team of 4, overseeing logistics, customer service, and store operations.
- Implemented store front styling and layout design, creating an attractive shopping environment for customers.
- Successfully managed the construction and operation of special sale events (fairs, holidays, etc).

