

# EYAL SCHECHTER

CREATIVE MARKETER & PROJECT MANAGER

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Oglethorpe University  
BA Communications and Rhetoric

## PERSONAL SUMMARY

I'm a cancer-surviving, soccer-loving, movie and design nerd with a passion for service work and creativity. My journey through nonprofit and digital marketing has taught me that progress happens through community, collaboration, and bold ideas. Over the last eight years, I've worked in both corporate and freelance roles, leading projects in marketing, branding, and content strategy while always focusing on meaningful impact. I thrive in fast-paced, creative environments, where I can bring big ideas to life and drive real results.

## WORK EXPERIENCE

### Marketing Manager 📌 Tactica World | 2023 – 2025

- Managed social media accounts, increasing brand visibility and driving audience growth.
- Led email marketing campaigns, improving open rates by 25% and conversion rates by 15% through strategic segmentation and A/B testing.
- Designed client websites and proposals for acquisition.

### Creative Manager 📌 Proforma | 2021 – 2023

- Executed strategies for customer acquisition, user experience, and engagement.
- Led website design and development, integrating email marketing for improved conversion rates.
- Expanded digital channels, increasing social media traffic, influencer partnerships, SEO, and email.

### Digital Marketing Assistant 📌 Ventureforth | 2019 – 2021

- Developed content strategies across social media, email, and blogs to enhance engagement and brand positioning.
- Built and maintained a WordPress website, improving user experience and increasing organic traffic.
- Designed compelling sales presentations and marketing materials for business development teams.

### Social Media Manager 📌 PixelWorks Studio | 2016 – 2019

- Created and implemented data-driven social media strategies, resulting in increased engagement and brand reach.
- Managed content calendars to ensure timely delivery of digital campaigns.
- Analyzed marketing performance metrics to optimize campaign reach and ROI.

## SERVICE & IMPACT

### Atlanta Against Cancer 📌 Founder, Event Organizer – 2023-Present

- Organized and led a 5-day community-driven event with over 50,000 attendees, successfully executing arts, music, and interactive programming.
- Managed a \$5K budget, securing sponsorships and vendor partnerships to maximize impact.
- Spearheaded strategic event marketing, driving community engagement and fundraising efforts.

### Bebop Cancer Foundation 📌 Founder, Creative Director – 2022-Present

- Developed and launched a nonprofit initiative supporting cancer patients through community fundraising and awareness campaigns.
- Implemented digital marketing strategies, increasing online engagement and donor outreach.
- Partnered with local businesses and sponsors to sustain the foundation's mission.

## KEY SKILLS

Marketing & Content Strategy – Social Media, SEO, PPC, Email Marketing  
Project Management – Campaign Development, Workflow Optimization  
Web & UX/UI Design – WordPress, Webflow, Adobe Creative Suite, Figma  
Analytics & CRM – Google Analytics, HubSpot, Salesforce, Mailchimp  
Creative Production – Video Editing, Graphic Design, Copywriting