

**A Professional Portfolio of:**



# **EYAL SCHECHTER**

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**I don't just execute projects—I craft experiences that move people, build brands, and drive impact. Strategy, creativity, and function come together to create meaningful work. This portfolio is a reflection of that process.**

**-Eyal**

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# SKILLS & TOOLS



## Marketing & Strategy

- Brand Development & Positioning
- Social Media Growth & Engagement
- SEO & PPC Campaigns
- Email Marketing & Automation
- Influencer Marketing
- Copywriting

## Sales, Fundraising & Client Relations

- Sales Funnel Optimization
- Lead Generation & Nurturing
- B2B & B2C Marketing Strategy
- Fundraising & Donor Outreach
- Sponsorship Development
- Partnership Outreach

## Event Coordination & Logistics

- Large-Scale Event Planning
- Vendor & Sponsor Management
- Budgeting & Financial Planning
- Live Event Marketing & Promotion

## Web, UX/UI & Creative Production

- Web Design & Development
- UX/UI Wireframing & Prototyping
- Graphic Design & Visual Identity
- Video Editing & Motion Graphics





# HIGHLIGHTS & KEY METRICS

**+40%**

**Website Traffic –  
More Visitor Conversions**

**+\$18,000**

**Starting at \$2,500 Budget  
– Maximized Impact**

**+50,000**

**Event Visitors –  
High-Impact Activations**

**+50%**

**Content Engagement –  
Social Media Conversions**

**+15%**

**Email Conversions –  
Engagement & Results**

**+30%**

**Vendor & Sponsors –  
Financial Participation**





# EXPLORE MY PROJECTS \*

Every project is a chance to solve challenges through strategy, creativity, and execution. Whether it's crafting a brand from the ground up, designing seamless digital experiences, or executing large-scale events, each project is an opportunity to build something meaningful. This portfolio highlights work across branding, digital strategy, UX, event execution, and full business creation — where creative vision meets real, measurable impact.

## MARKETING & BRANDING



## PRODUCT DEVELOPMENT



## CONTENT STRATEGY



## WEB & UX/UI PROJECTS



## EVENT MANAGEMENT



## STARTUP DEVELOPMENT





# MARKETING & BRANDING

## \* Roadblock

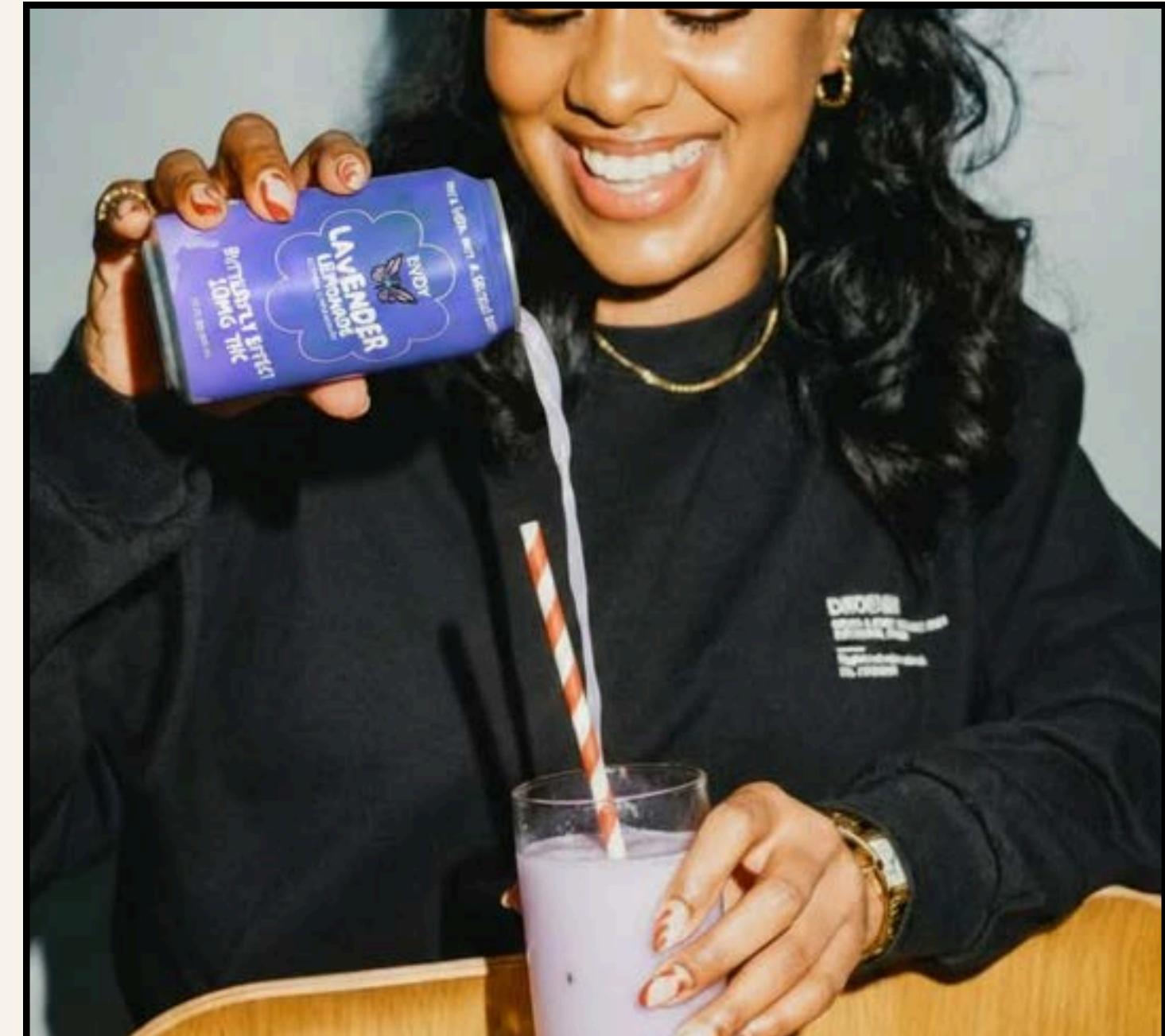
Proforma needed a unified digital strategy to attract and retain customers, improve engagement, and drive conversions.

## \* Approach

- Redesign site UX & conversions.
- Develop a brand roadmap for client acquisition & retention.
- Expand digital channels with SEO, social media, & influencers.

## \* Impact

Increased brand reach through SEO & social growth.  
Boosted customer engagement through targeted campaigns.  
Higher lead generation with optimized digital & email strategy.



STRATEGIC BRAND GROWTH | STRATEGIC BRAND GROWTH | STRATEGIC BRAND GROWTH

CLIENT:  
PROFORMA

PROJECT:  
BRAND GROWTH & ENGAGEMENT





# PRODUCT DEVELOPMENT

## \* Roadblock

Bebop is unlike any other cancer charity and the idea of taking traditional items to express their creativity was the core idea.

## \* Approach

- RFocus on core bebop principles through simple logo
- Must be user tested.
- With a tight budget production must have few steps.

## \* Impact

A flagship product that is customizable and on brand. With growing awareness the socks became core messaging. Constant source of income to fund other projects.



ON BRAND PRODUCT DESIGN | ON BRAND PRODUCT DESIGN | ON BRAND PRODUCT DESIGN

CLIENT:  
BEBOP FOUNDATION

PROJECT:  
FLAGSHIP PRODUCT DESIGN





# CONTENT STRATEGY

## \* Roadblock

Tsuni Digital lacked a clear content strategy, leading to low engagement and inconsistent messaging across platforms.

## \* Impact

+40% social media growth with strategic content.  
+25% email open rates, +15% conversion boost.  
Expanded organic reach through SEO-driven content.

## \* Approach

- Created a content strategy for social, email, and paid ads.
- Optimized emails through A/B testing & segmentation.
- Applied SEO best practices to drive organic traffic.



**CONTENT-DRIVEN SUCCESS | CONTENT-DRIVEN SUCCESS | CONTENT-DRIVEN SUCCESS**

**CLIENT:**  
**TSUNI DIGITAL**

**PROJECT:**  
**SOCIAL & EMAIL CAMPAIGNS**





# **WEB & UX/UI PROJECTS**

## **\* Roadblock**

Ventureforth's outdated website needed a modern redesign to improve user experience, branding, and conversions.

## **\* Approach**

- Developed WordPress website.
- Improved navigation, layout, and conversion-focused UX/UI.
- Implemented SEO-friendly content to boost organic traffic.

## **\* Impact**

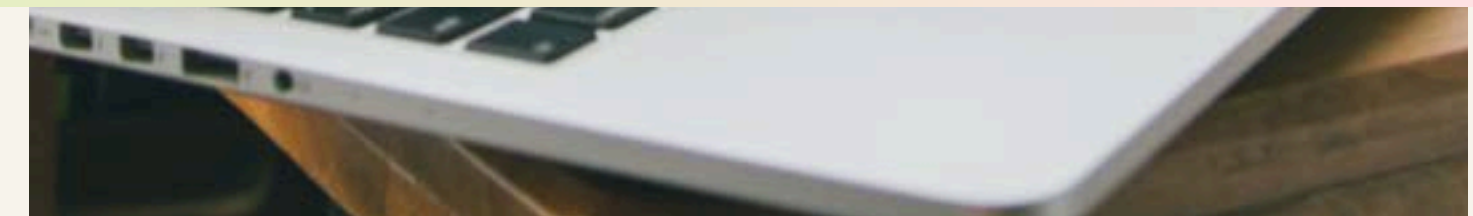
Improved UX/UI for seamless user experience.  
Higher web traffic & engagement through SEO & structure.  
Boosted lead generation with optimized landing pages.



**REFINED DIGITAL EXPERIENCE | REFINED DIGITAL EXPERIENCE | REFINED DIGITAL EXPERIENCE**

**CLIENT:**  
**VENTUREFORTH**

**PROJECT:**  
**WEB DESIGN & CONVERSION**



# **EVENT MANAGEMENT**

## **\* Roadblock**

Atlanta Against Cancer needed a impactful event strategy to maximize attendance and fundraising on a tight budget.

## **\* Impact**

\$18K+ raised on a tight budget.  
High engagement & sponsorship involvement.  
Expanded reach through digital & media exposure.

## **\* Approach**

- Managed logistics, vendor coordination, and sponsorships.
- Led marketing & press strategy for audience growth.
- Built community experience.



**SCALABLE EVENT SUCCESS | SCALABLE EVENT SUCCESS | SCALABLE EVENT SUCCESS**

**CLIENT:**  
**ATLANTA AGAINST CANCER**

**PROJECT:**  
**LARGE-SCALE EVENT EXECUTION**





# STARTUP DEVELOPMENT

## \* Roadblock

Bebop Cancer Foundation required a full operational build, including branding, digital presence, outreach, and revenue strategies.

## \* Impact

Established a fully operational nonprofit from scratch.  
Increased visibility & engagement through digital marketing.  
Developed sustainable revenue with sponsorships & merch.

## \* Approach

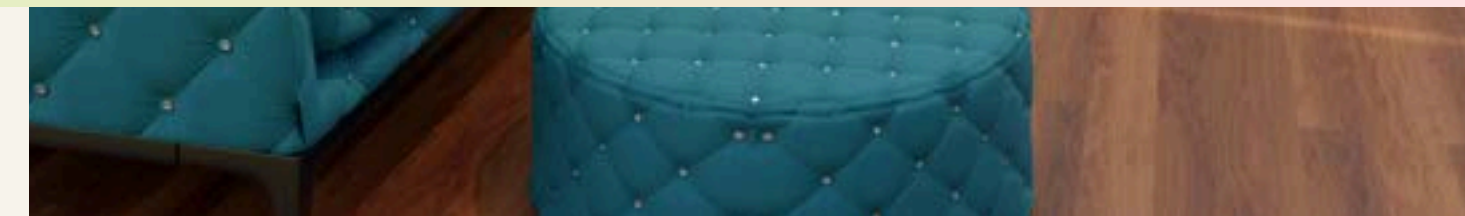
- Webflow site for seamless UX.
- Created & managed social media & community engagement.
- Developed outreach, sponsorships, donors & merch.



STRATEGIC BRAND GROWTH | STRATEGIC BRAND GROWTH | STRATEGIC BRAND GROWTH

**CLIENT:**  
**BEBOP CANCER FOUNDATION**

**PROJECT:**  
**SYSTEMS & INFRASTRUCTURE**





# LET'S CONNECT.

FEEL FREE TO CONTACT ME FOR ANY  
BUSINESS INQUIRIES AND COLLABORATIONS

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