

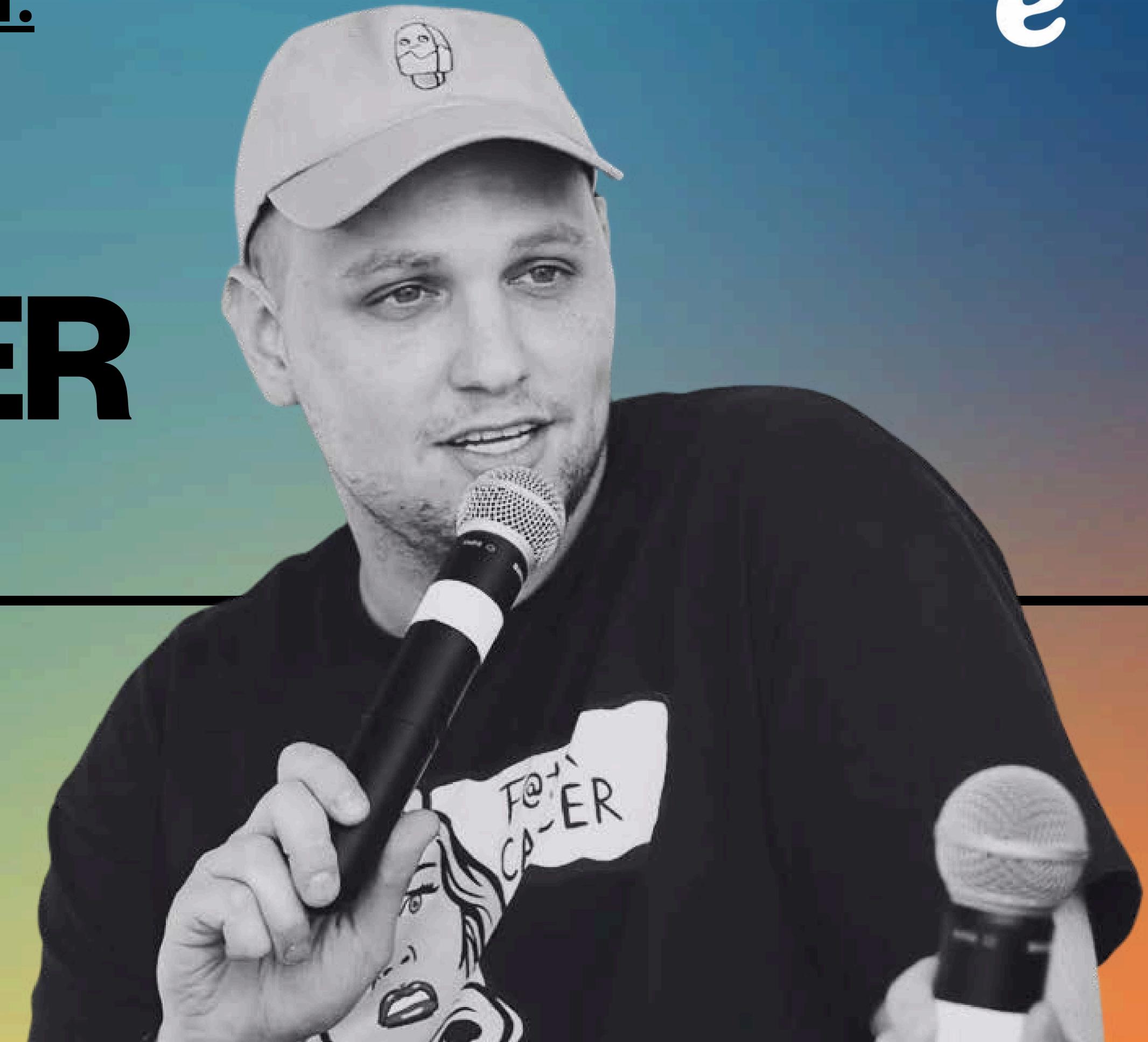
A Professional Portfolio of:

EYAL SCHECHTER

Creative Solutionist

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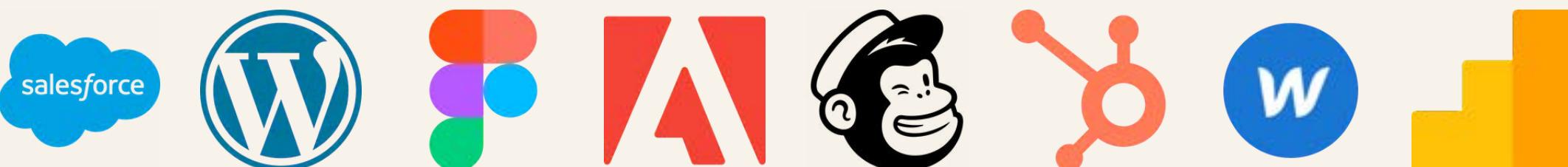
I don't just execute projects—I craft experiences that move people, build brands, and drive impact. Strategy, creativity, and function come together to create meaningful work. This portfolio is a reflection of that process.

-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**

+50%

**Content Engagement –
Social Media Conversions**

+\$18,000

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

+15%

**Email Conversions –
Engagement & Results**

+50,000

**Event Visitors –
High-Impact Activations**

+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



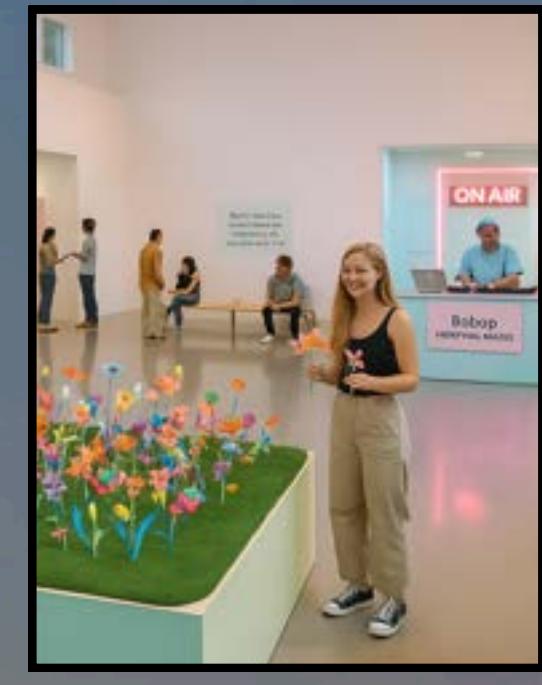
CONTENT STRATEGY



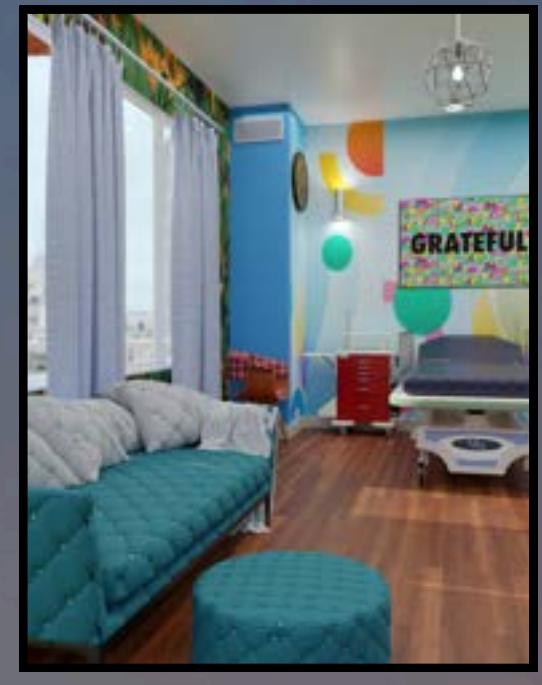
WEB & UX/UI PROJECTS



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.

* 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.

* Approach

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



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.

* Impact

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

* Approach

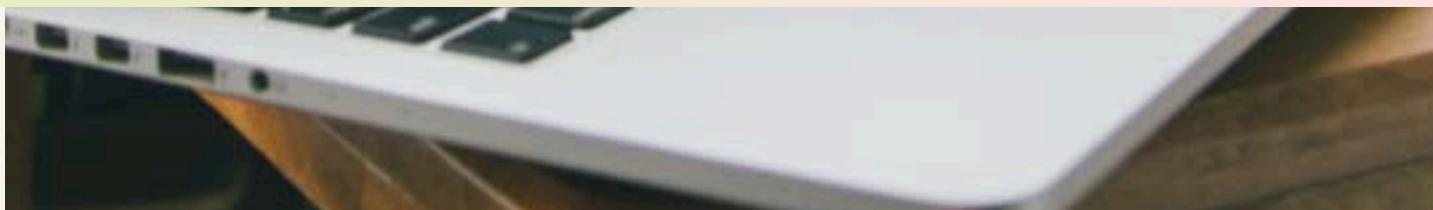
- Developed WordPress website.
- Improved navigation, layout, and conversion-focused UX/UI.
- Implemented SEO-friendly content to boost organic traffic.



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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