

A Professional Portfolio of:



EYAL SCHECHTER

Creative Solutionist

**WWW.MADEBYEYAL.COM
MADEBYEYAL@GMAIL.COM
404 - 747 - 4424**

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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

—	Skills & Tools
—	Case Study Overview
—	Marketing & Branding
—	Product Development
—	Content Strategy
—	Web & UX/UI Projects
—	Event & Management
—	Startup Development
—	Let's Connect



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





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

- ✓ Social media growth with strategic content & partnerships.
- ✓ Utilized small business identity over corporate traditions.
- ✓ 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.

*** Approach**

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

*** Impact**

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



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.

* Approach

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

* Impact

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