



Maayan Raymond

Marketing - Creative - Social Media - E-commerce



Ramat Gan



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Maayan Raymond



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Graphic Designer, Marketing and Marcom Specialist with extensive experience in content creation for both print and digital platforms. Skilled in managing projects from concept to execution, with a strong emphasis on detail, creativity, and strategic marketing. I enjoy working with people, challenging myself, and creating impactful deliverables.

Education

2017-2018

Art Direction & Copywriting

ACC - Tirza Granot College

2013-2016

B.A. in Communication

Specialization in Marketing & Advertising
Ariel University

My Creative Toolbox



Technical Skills

Graphic Design (Adobe Creative Suite)

Figma

Social Media Management

Content Creation

Shopify, Wix, Wordpress

Facebook Ads Manager

AI Tools

Languages

Hebrew

English

Spanish

Military Service

IDF | 2008-2010

Commander of Graphic Design Team, Bahad 11

Sergeant, Managed a team of 5 graphic designers, meeting tight deadlines and operational standards

Professional Experience

MARCOM & Marketing Designer

Controp Precision Technologies | 2023-Present

Graphic Designer for the company – working within the Marcom team.

Responsible for internal branding and design across the company and its subsidiaries, with a strong focus on supporting the international marketing department.

- Led the creation and execution of marketing campaigns.
- Procured promotional products for company clients.
- Managed participation in international defense and security exhibitions from planning to execution.
- Coordinated with multiple suppliers both in Israel and abroad.
- Oversaw inventory of promotional materials and company mockups.

Teaching Assistant – Content Writing & Social Media Course

Digitalent College | 2021-2023

- Developed lesson plans and practice materials tailored to course content.
- Delivered tutorial sessions in person and via Zoom.
- Reviewed assignments and provided constructive feedback.
- Offered ongoing phone support and guidance to students.

Established and managed the Get Pro E-Commerce & Social Media Manager

Grundman & Co. | 2021-2022

- Founded and managed the Get Pro website, and served as Social Media Manager for Under Armour, O'Neill, and Get Pro.
- Built the e-commerce site using the Shopify platform and managed the entire online operation.
- Oversaw social media channels for Under Armour, O'Neill, and Get Pro.
- Collaborated with influencers and created campaigns to drive visibility and sales.
- Maintained daily communication with website customers and logistics suppliers, including inventory management, shipping operations, Green Invoice handling, and additional administrative responsibilities.

Social Media Manager

D-say Interactive Advertising Agency | 2019-2021

- Interpreted briefs and developed creative solutions.
- Created Gantt charts, designed visuals, and wrote content.
- Executed paid promotions through Facebook Ads Manager.
- Analyzed media data and generated periodic performance reports.
- Collaborated with relevant influencers.
- Developed digital strategies for both new and existing clients of the agency.

Account Manager (Internship as part of degree)

Gitam BBDO Advertising Agency | 2016