



Maayan Raymond

Marketing - Creative - Social Media - E-commerce

📍 Ramat Gan 📞 054-7471700 ✉️ Maayanray@gmail.com 🌐 Maayan Raymond
🌐 <https://maayanray.wixsite.com/maayanraymond>

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