

# Guy Hazak

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## Education

### 2019-Present: Undergraduate Student of Government, Diplomacy and Strategy (Reichman University)

- Major: (1) Data Science (2) Diplomacy
- Member of the debate club
- PR and digital advisor to the "Shoval Program" for integrating intellectually impaired individuals within academic institutions.
- UI/UX Course (IDC tools)

2016: **Online Marketing Course**, IDC Herzliya

2014: **Military Journalists' Course**, GLZ Radio (Galei Zahal)

2011-2014: Complete matriculation, majoring in communications, Rothberg High School

- Expanded subjects: 5 credits in communications and society, 3 credits in radio.
- Social impact certificate of excellence.
- Captain of the high school debate team.
- Radio broadcaster on Reshet A and Kol Ramat HaSharon.

## Professional Experience

### 2021: Internship Position – "Rookout", Marketing Department

### 2018-Present: Social Media Manager and Digital Consultant, Freelancer

Among my clients: Channel13 (Social Media Consultant), Big Brother Israel (Social Media Manager), Survivor Israel (Social Media Manager), Secret Flights (Instagram Manager), Meretz Party (Communities Manager), Morielle Lotan - Creative Business Strategy (Digital Consultant)

- Social management - Establishing, editing and managing social assets, including Facebook, Instagram, Twitter, LinkedIn, TikTok and YouTube.
- Community management - Establishing and managing community infrastructures.
- Ongoing digital consulting - Continuous advice on operating in the various digital arenas.
- Digital projects - Presenting and editing network programs and accompanying extensive campaigns.

### 2017-2018: Digital Consultant and Social Media Manager, Peer Levin Communications

- Consulting and digital strategy formulation, managing digital assets (including sponsored ads) for public figures and commercial and public companies.

## Volunteering and Social Activity

2018-Present: "The Lounge" Community Management - Establishing and managing a leading Facebook community for Frequent Travelers.

2018: Internship at IAC - Assisting the Israel American Council in Boston on digital issues.

2011-2014: Various guidance positions at the "Neveh Magen" Scouts

## Military Service

### 2014-2017: GLZ Radio (Galei Zahal), Rank upon discharge: Staff Sergeant

- Social media management: Managing and implementing the GLZ Radio social media strategy on Facebook, Twitter and Instagram.
- Digital editing for flagship programs: #DekelSegal on GLZ Radio and a daily program on GLGLZ.
- Training and teaching the station's digital editors and journalists on the digital arenas.
- Participating in various digital projects: GLGLZ annual hit parades, digital radio stations and member of the establishment committee for GLZ Radio's new website and application.
- Radio work: News editing, journalism and presenting music specials.
- Winner of GLZ Radio Commander Outstanding Soldier Award, 2016 Independence Day.

## Computer Literacy

Office, Adobe Photoshop, Business Manager (Facebook), Google AdWords, JMP

## Languages

Hebrew - Native, English – Fluent