



"Give your vision traction."

Eitan Ben Avraham

Strategic Digital Storyteller
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www.visiontraction.com



Digital Media Marketing Skills

- Disrupting scrolling trances with targeted visual and verbal storytelling
- Creating and implementing content strategies optimized for psychological profiles, publishing platforms, and marketing funnels
- Wordsmithing content writing, blogs, and marketing copy that balances emotion, information, and call-to-action
- 12+ years experience in organic and paid content marketing campaigns on Facebook, Instagram, Twitter, and YouTube
- Scripting and producing podcasts and marketing videos
- Working knowledge of LinkedIn
- 9+ years managing content on Wordpress sites and 5+ years building websites with Elementor



Personal Skills

- Rapid learning
- Prioritizing and problem solving
- Emotional intelligence
- Positive energy generator
- Team building
- Listening
- Master level popcorn maker

PROFESSIONAL EXPERIENCE

Aleph Male

Founder, 2017 - Present

- Generating ecommerce demand and sales growth using content marketing, PR, Facebook/Instagram ads, influencer marketing, blogs, podcasts and email lists
- Product development and GTM strategy
- Order fulfillment, shipping, and management of all aspects of customer communications

United Hatzalah of Israel

Digital Media Manager, 2015 - 2017

- Optimized donation funnel (social media, email lists, website UX/UI, landing pages, and payment gateways) and increased online donations by over 250%
- Launched and tipped a \$1M crowdfunding campaign
- Recruited freelancers (developers, graphic designers, and videographers) to create websites and content
- Collaborated with multiple departments and C-suite to give digital support to projects

Vision Traction Consulting

Freelance Digital Media Consultant, 2015 - Present

- Consulted in digital media strategy and content creation for private clients
- Guided clients' strategies through multi-million dollar matching grant campaigns
- Provided social media training for Non Profits and Entrepreneurs
- Optimized websites for sales and donations
- Built websites using Elementor on Wordpress

Voice of Israel

Social Community Manager, 2014 - 2015

- Designed social media marketing funnel
- Posted 12+ times a day on Facebook and Twitter
- Collaborated daily with show hosts, guests and guests' social media staff to leverage personal and business social media channels

United with Israel

Social Media & Content Manager, 2013 - 2014

- Responsible for daily blog posts to website, Facebook, Twitter, and other social media channels
- Created 16 Facebook posts of original and 3rd party content a day
- Recruited and supervised content writers

EDUCATION

St. John's College - Annapolis, Maryland, USA
Great Books Program, BA in Liberal Arts, 2000