



CONTACT

emilielayani@gmail.com

PORTFOLIO

www.emilielayani.com

EDUCATION

2015 - 16

IAE of Perpignan, France

Bachelor of Digital Marketing and E-Commerce

2012 - 14

University of Toulouse, France

Business and Marketing

2012

High School Le Ferradou Blagnac, France

International Baccalaureate in Science

SKILLS AND OTHER

Professional skills and tools

- Wordpress and Shopify Administration
- Basic HTML, CSS, SQL and PHP
- Expert Photoshop and Illustrator

Additional

Student at Ulpan Sheli;
Piano and Guitar player;
Lover of photography and drawing;
Travel enthusiast; Yoga practitioner

Languages

- French : Native Speaker
- English : Fluent
- Hebrew : Conversational

EXPERIENCE

Designer and Webmaster

Makom Pro, TEL AVIV | October 2017 - Present

- Built digital marketing strategies with clients including Kerastase, Tsahal Connection and NP Fine Jewelry
- Designed, set up and custom-coded their websites on Wordpress, Shopify and other CMS
- Planned and executed social & paid advertising campaigns on Facebook, Instagram, LinkedIn and AdWords
 - Managed 10,000 NIS in ad spend on 5 platforms
 - Managed social media accounts with over 5,000 followers on Facebook and Instagram
- Designed all supporting materials including logos, brochures, roll-ups, posters, packaging, etc.

Web Designer and Webmaster

Ministry of Foreign Affairs of Israel, JERUSALEM | October 2016 - April 2017

- Created a tool to analyze the digital reach and impact of embassies across the world in a team of 4 people
- Built the tree structure, information architecture, user experience, models, and wireframes
- Developed the tool using HTML, CSS, and Angular languages

Graphic Designer

Ecocup Distribution, PERPIGNAN FRANCE | March 2016 - August 2016

- Designed premium, eco-friendly event cups with Illustrator and Photoshop
- Optimized brochures, logos, website designs and more for major events organized through Europe (Hellfest, Solidays, Tomorrowland, etc.)
- Served as the point of contact for some clients throughout the projects