

Gabriel Chouraqui

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Education

Master of Science in International Marketing

Expected August 2023

Hult International Business School | Cambridge, Massachusetts

- Relevant Courses: Communication & Collaboration, Marketing Insights through Data, Marketing Metrics & Analytics, Project Management, Consumer Behavior.

Bachelor of Arts in Communications

August 2022

Reichman University | Herzliya, Israel

- Concentration in Marketing; Minored in Business
- Relevant Courses: Advanced Topics in Social Network Analysis, Brand Content Strategy, Digital Marketing Strategy, Social Psychology.

Relevant Experience

Crypto4Arts | Tel Aviv, Israel

February 2022 – July 2022

Marketing Manager

Conducted marketing process with NFTs and several campaigns for events to raise funds. Scheduled and driven content on social media. Leading several digital marketing strategies.

- Supervised team of 3 people in different time zones.
- Elevated notoriety of Crypto4Arts from scratch to build a company known by different actors of NFT.
- Created an event with celebrities to raise funds for young Ukrainian artists, to protect arts with NFT technology.
- Controlled NFT technology to protect more than 150 pieces of art.
- Onboarded more than 300 Ukrainian artists into Crypto4Arts to become brand's ambassadors.
- Managed 4 social media for Crypto4Arts with engaging followers. Produced content for Twitter, Instagram, Facebook, and LinkedIn.
- Developed from 0 an entirely functional website for Crypto4Arts. Company has been discovered by people worldly.
- Analyzed data of social media and website contents on Google Analytics and others tools, to improve impact and performance of Crypto4Arts.

Relevant Projects

L'Oréal Campaign, Reichman University | Herzliya, Israel

January 2022 – July 2022

- Initiated ideas to help L'Oréal reduce its plastic impact and improve environmental aspects.
- Coached a team of 3 international people, submitted to client 3 ideas explained throughout an animated video. 1 idea was kept by client and proposed to L'Oréal.
- Looked for ideas and tried to find relevant information to support solutions for plastic waste in ocean.

Additional Experience

Cofix | Raanana, Israel

May 2019 – June 2021

Waiter and Team Manager

- Piloted team of 10 people speaking different languages. Teach young workers jobs and customer services.
- Created a fidelity program for loyal customers. Led to better client service by expanding quality of it.
- Maintained relationships with customers and supplied high-quality services within B2B and B2C.
- Increased revenue by 16% after 1 year due to high performance of teams.

Skills

Languages: French (Native); Hebrew (Fluent); English (Professional)

Skills: Decision Making, Attention to Detail, Teamwork, Collaboration, Leadership, Time Management, Organizational Skills, Problem Solving, Prioritizing, Adaptability, Emotional Intelligence, Public Relations, Intellectual Curiosity.

Technical Skills: Analyzes, Google Analytics, SEO, Project & Product Management, Digital Media, Marketing Data, Marketing Strategy, Growth Strategies, Office 365, Adobe Suite, Wix, Canva, Balsamiq, Microsoft, Apple OS, Social Media.

Passionate about: Sports & Health, Technologies, AI, Data, Neuromarketing, UX, Automation, Software.