

# Gabriel Chouraqui

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## Education

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### Master of Science in Business Analytics

Expected April 2024

Hult International Business School | Cambridge, Massachusetts

- Relevant Courses: Business Statistics, Data Management & SQL, Python for Data Analysts, Business Analysis with Structured Data.

### Master of Science in International Marketing

August 2023

Hult International Business School | Cambridge, Massachusetts

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

### Bachelor of Arts in Communications

August 2022

Reichman University | Herzliya, Israel

- Concentration in Marketing and Political Communications; Minored in Business Administration.
- Relevant Courses: Advanced Topics in Social Network Analysis, Brand Content Strategy, Digital Marketing Strategy, Social Psychology, Statistics, Quantitative & Qualitative Research Methods.

## Relevant Experience

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**Crypto4Arts** | Tel Aviv, Israel

February 2022 – July 2022

### Marketing Manager

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

- 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 over 300 Ukrainian artists into Crypto4Arts to become brand 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 other tools, to improve impact and performance of Crypto4Arts.

## Relevant Projects

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**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.
- Looked for ideas and tried to find relevant information to support solutions for plastic waste in ocean.
- Coached a team of 3 international people; submitted 3 ideas explained throughout an animated video. 1 idea was kept by client and proposed to L'Oréal.

## Skills

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**Languages:** French (Native), English (Full Professional), Hebrew (Professional), Spanish (Elementary)

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

**Technical Skills:** SQL, Google Analytics, SEO, Project & Product Management, Digital Media, Marketing Data, Marketing Strategy, Growth Strategies, Social Media.

**Proficient in:** Apple OS, Microsoft, Office 365, Adobe Suite, Wix, Canva, Notion, Monday.

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