

GILA HOLDER

CONTENT AND SOCIAL MEDIA MANAGER

London

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PROFILE SUMMARY

Experienced B2B and B2C Global Content Manager specialising in planning and implementing strategic website and social media content, primarily on LinkedIn and Instagram. Expertise in creating UGC video content, copywriting (long and short form) and increasing website visits and social media engagement. A highly creative thinker with excellent time management and organisation skills who thrives in high pressure environments.

ACHIEVEMENTS

- Improved ranking for positions 1-3 on google search by 30% within 6 months by leading efforts to update and create new SEO content.
- Whilst at ryze, grew an online presence on LinkedIn to assist the company's efforts to build a community at work. Increased engagement by over 400% and page followers by 37%.

CAREER HISTORY

Content and Social Media Manager EnterpriseAlumni, London

April 2023 – present

- Orchestrated all aspects of company content and communications, including marketing content calendars, newsletters, webinars, conferences, case studies, blog posts, SEO-specific content and landing pages, press releases, and management of social media channels including LinkedIn and Twitter.
- Crafted a comprehensive content strategy to elevate alumni software to a vital component for thriving businesses. Pioneered initiatives such as the inaugural alumni conference "The ALUMS," curated guest blog posts featuring C-suite executives from major banking corporations and laid the groundwork for educational video content.
- Collaborated closely with the sales team to develop compelling sales decks, define target personas, and present innovative solutions.
- Led the establishment of the company's brand and positioned it as a prominent player in the alumni software industry.

Content Manager ryze, Tel Aviv

August 2021 – December 2022

- Gatekeeper of brand guidelines, planning and strategizing for a number of comparison websites in the B2C, eCommerce, and gaming industries.
- Carrying out in-depth industry research for new and existing eCommerce sites to formulate trending landing pages, blog and social media posts, paid media ad content, video scripts and infographics.
- Directing the company's transition from written to video content. Taking charge of the process from researching and recommending UGC agency's, hiring UGC creators, briefing them, as well as coordinating with finance and affiliate brands to determine logistics and budget for the project.
- Managing a team of freelance writers and designers primarily on Upwork. This included putting together clear comprehensive briefs which explain the brand guidelines as well as the task on hand, editing and ensuring deadlines are kept.
- Improving the LinkedIn page and creating an online community.
- Creating brand guidelines and telling the brand story through website, LinkedIn, Facebook and Instagram content during the company's rebranding from Trafficpoint to ryze.

Project Manager

August 2020 – May 2021

Mindfulness in Arabic (MiA), Remote

- Managing a team of international volunteers to help create a culturally sensitive, trauma-informed Mindfulness course online in Arabic for the benefit of Arabic speaking refugees. This included overseeing social media, website, web design, grant pitch deck, collaborations, webinars, and workshops.
- Leading online volunteer meetings which involved introducing multiple volunteers from all over the world.
- Coordinating online and in-person events and fundraisers such as mindfulness workshops and webinars.

Marketing & Social Media Intern

April 2020 – July 2020

Makeree, Tel Aviv

- Managing Makeree's social media accounts, including LinkedIn, Facebook and Instagram.
- Assisting with B2B marketing strategies, including paid ads on LinkedIn.
- Carrying out ABM market research, and highlighting potential clients.
- Writing company-related blog posts and newsletters.

EDUCATION AND QUALIFICATIONS

B.A. Communications and English Literature, Tel Aviv University

August 2021

A-levels in English Literature, Politics & Religious Studies, JFS High School, London.

TECHNICAL AND PROFESSIONAL SKILLS

WordPress/Hubspot	Google/Custom Analytics	Interpersonal Communication	Critical Thinking
Upwork	monday.com/Asana/Trello	High Attention to Detail	Strong Team Ethic

COMMUNITY INVOLVEMENT

Co-founder & Marketing Specialist

September 2020 – January 2021

Twice as Good Tuesdays, Tel Aviv

Created a series of feminist events to bring women together through comedy, art, music, shows and more. At a time where social distancing and isolation had become our norm, these events were planned with the aim to unify women, talk about common feelings and identities, discover feminism, inspire passion towards femininity, and empower women.

Promoter & Event Planner

March 2019 – August 2019

Soul Talk: Processing Combat Experiences, Tel Aviv

Coordinated events around Tel Aviv University campus to help raise awareness for PTSD in Israeli society. Designed a campaign to alert Tel Aviv University students to ongoing traumas that many Israelis suffer post-army. Ensured that helplines and trauma specialists' phone numbers were easily accessible over campus.

LANGUAGES

English – Native

Hebrew – Fluent
