

Lea Moskovich

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Professional Summary: Social Media Manager with hands-on experience managing social channels end-to-end for brands, startups, and independent businesses. Strong background in content creation, short-form video, UGC, and creative execution, combined with strategic thinking and performance-driven mindset. Experienced in building content that drives engagement, visibility, and business results.

Professional Experience:

Present - 2023 | Freelance Social Media & Campaign Manager

- Managed Instagram accounts for brands in wellness, beauty, education, and tech.
- Built monthly content strategies aligned with brand goals and target audiences.
- Created short-form video content including Reels, UGC-style videos, and Stories.
- Analyzed performance metrics and optimized content based on insights.
- Supported paid social campaigns with creative assets and messaging.

2023-2022 | Digital Manager at Student Union – Ben Gurion University

- Oversaw daily management of the Student Union's website and app, including content creation and publishing.
- Planned and executed marketing content and campaigns in advance of major Union events.
- Led digital collaborations with vendors and design/development departments.

2022-2021 | Marketing & Content Manager Canabd Medical Cannabis Startup

- Developed content strategies and monthly editorial calendars.
- Managed the startup's Instagram accounts, including post design.
- Built and coordinated influencer partnerships for the startup.

Education:

2024-2022 | Media Design Engineering Diploma Sapir Academic College.

2022-2019 | B.A in Sociology-Anthropology & Politics Ben Gurion University.

Skills & Tools: Paid Campaigns in Meta, CRO & Funnels, KPI Analysis, Excel & Google Sheets, WordPress, Klaviyo, Zapier, Monday.

Languages: Hebrew – native, English – fluent, Russian – proficient.