

# Guy Golan - Curriculum Vitae

## Personal Note

I have a mobility limitation (moving around with a wheelchair) and a phonetic problem (slow speech).

I maintain a high level of independence and ensure my physical limitations do not interfere with my daily life.

**I am now seeking my next home - a place where I can dedicate myself and achieve significant outcomes.**

## Contact Details

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📍 Petach Tikva, Israel

## Experience

1

### MuchBetter — Web Developer

2020 – 2024

MuchBetter is a global fintech company offering secure, innovative digital payment services. During my time there, I worked across 5 company websites, contributing to various digital initiatives. Key responsibilities included:

- Managing content and updates for five company websites
- Developing and maintaining WordPress plugins and site functionality
- Building an intranet site using SharePoint
- Supporting marketing and product teams by providing quick, creative solutions
- Pursuing learning courses to enhance skills and task quality

## Education

1

### Digital Marketing Course – DUKE Marketing

2024 – 2024

- Proficient in Google Ads, Facebook, Instagram, and TikTok advertising
- Experienced in creating and optimizing PPC campaigns, audience targeting, and remarketing
- Knowledgeable in keyword research, competitive analysis, and UTM tracking
- Skilled in Google Analytics for performance analysis and conversion optimization
- Adept at developing advanced data-driven strategies using Excel and other tools

2

### HackerU Collage — Full Stack / Web Development Diploma

2019 – 2020

3

### Sapir Academic College — Computer Science and Industrial Management, Specializing in Knowledge Management

2016 - 2019

## Military Service

1

### IAF (Israeli Air Force) — IT Administrator

2012 - 2014

During my voluntary service at Sde Dov, I provided T1/T2 technical support, built and maintained the internal website, managed various IT systems, and delivered technology solutions for diverse users

## Volunteering

1

### Kav Lachayim — Website Manager

2011 - 2012

Owned the entire website platform for the association, including design, development, stakeholder requirement implementation, and ongoing maintenance and upgrades.

## Skills



### Digital Marketing

Google Ads, Facebook Business Manager, TikTok Business Center



### Web Development

WordPress, HTML, CSS, SASS, Javascript, React.js, Next.js, PHP, Visual Studio, Elementor, WIX, SQL, jQuery, SharePoint

## Languages

### Hebrew

Native

### English

Skilled