

# BENY FORMA

## DIGITAL MARKETING & DESIGN

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Herzeliya, Israel

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## ABOUT ME

Recently graduated in Business and Entrepreneurship from Reichman University in Israel, I bring a strong background in creating and managing digital products. I stand out for my ability to solve problems innovatively and my quick learning skills, effectively leveraging the internet. Integrating my solid business foundation with specific skills in design and digital marketing, I offer a unique approach to tackling challenges. My capacity to develop innovative digital marketing strategies and create visually impactful designs results in effective and engaging solutions. I am eager to bring my diverse set of skills, including problem-solving, fast learning, and internet expertise, to contribute significantly in any challenging work environment.

## EDUCATION

### Reichman University

BA, Business and Entrepreneurship

2020 – 2023, Herzliya, Israel

- Developed a delivery app for the university cafeteria.
- Co-created Music Ai, an adaptive music app that integrates the soundtrack with a physical workout plan.

### Escola Beit Yaacov

2004–2019, São Paulo, Brasil

Bilingual school with the IB diploma

## LANGUAGES

- Português (native)
- Inglês (fluent)
- Espanhol (intermediary)
- Hebraico (intermediary)

## TOOLS AND TECHNOLOGIES

- Python
- HTML/CSS
- Adobe Illustrator
- Google applications
- Canva
- Figma
- Adobe InDesign

## CERTIFICATES

- Udemy Advanced Figma
- Domestika Creating a Visual Identity Manual from Scratch

## INFORMAÇÕES ADICIONAIS

### Hobbies

Create posters, play videogames, sewing, design t-shirts, run and play football.

## PROFESSIONAL EXPERIENCE

### ShapeX - Founder/Designer

Out 2022 – Current – Herzliya, Sao Paulo

- Founded the company, developed the brand identity, website, and social media content.
- Created the product designs for T-shirts and posters.

### The Perfect Notebook - Intern

Jun 2022 – Out 2022 – Remote, Herzeliya

- Planned and executed advertising campaigns to boost sales.
- Redesigned the virtual store on Shopify and created post designs.
- Managed inventory, pricing, and social media account performance

### Jems Herzeliya - Runner

Fev 2020 – Out 2020 – Herzliya

- Enhanced proficiency in Hebrew through collaboration with Israeli colleagues.
- Gained insights into Israeli culture, teamwork, and customer service.
- Developed skills in handling customer interactions.

## COMPETENCES

- Adaptability and Resilience – I am an agile learner, capable of easily assimilating new concepts and technologies, adapting to dynamic environments, and thriving in teamwork.
- Versatility, Focus, and Determination – Highly motivated, I consistently seek to enhance my skills in tackling challenges, applying innovative strategies, and fostering creative thinking.
- Leadership and Efficient Communication – Practical experience in leadership, standing out for my ability to inspire teams and communicate ideas clearly and persuasively.
- Technology Expertise – Proven track record of effectively utilizing the internet for information retrieval and problem-solving, coupled with familiarity with various online tools.