

# NATHAN NABET

Junior Data Analyst | Digital Marketing & CRM Specialist

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## OBJECTIVE

Junior Data Analyst with a strong foundation in digital marketing and CRM management. Skilled in transforming raw data into actionable insights through data cleaning, visualization, and statistical analysis. Eager to contribute to a data-driven organization by optimizing business decisions and identifying key patterns that support growth and efficiency.

## TECHNICAL & PROFESSIONAL SKILLS

- Data Analysis: Data cleaning, processing, interpretation, and statistical analysis.
- Database Management: SQL querying, table design, data modeling.
- Programming: Python (Pandas, NumPy, Matplotlib, Seaborn).
- Data Visualization: Power BI, Tableau (basic), Google Data Studio.
- Digital Marketing: SEO, SEM, Google Ads, Facebook Business Manager, Instagram Ads.
- Web Analytics: Google Analytics, Tag Manager, campaign performance reporting.
- CRM & Tools: Salesforce, Advanced Excel (Pivot tables, VLOOKUP), Social Media Management.

## PROFESSIONAL EXPERIENCE

Digital Marketing Specialist | *IsraLifeTV, Netanya, Israel*

*Aug 2023 – Present*

- Plan, manage, and optimize digital marketing campaigns across Facebook, Instagram, and Google Ads.
- Perform SEO and SEM to improve website visibility and drive qualified traffic.
- Analyze performance metrics (CTR, conversions, ROI) to refine targeting and maximize campaign results.
- Collaborate with creative teams to align advertising strategies with business goals and audience engagement.

Freelance Marketing Specialist | *I.Y. Market, Netanya, Israel*

*2014 – 2023*

- Designed and executed online marketing strategies focused on lead generation and conversion optimization.
- Collected and interpreted campaign performance data to improve future initiatives.
- Provided strategic consulting on SEO, social media promotion, and market positioning for diverse clients.

Sales Team Leader – Renewable Energy Sector | *Netanya, Israel*  
2010 – 2013

- Directed a 25-person sales team and supervised commercial operations.
- Developed performance tracking systems to optimize productivity and identify sales patterns.
- Trained and mentored team members to achieve sales targets and maintain high customer satisfaction.

## EDUCATION

- Data Analyst Certification – John Bryce, Tel Aviv, Israel (*Expected May 2026*)
- Salesforce Trailhead Certifications – Admin Beginner / Intermediate / Advanced (*2024*)
- Digital Marketing Training – Yossi Levi Institute, Netanya, Israel (*2018*)
- Bachelor of Laws (LLB) – 2 Years Completed – Mithlala de Netanya, Israel (*2010 – 2011*)
- High School Diploma – France

## LANGUAGES

- French: Native proficiency
- Hebrew: Near-native proficiency
- English: Fluent reading and writing, basic speaking proficiency

## MILITARY SERVICE

Israel Defense Forces (IDF) – Nahal Unit

- Combat Soldier (2018): Demonstrated leadership, resilience, and teamwork.
  - Reserve Duty (Miluim): Active service since October 7, 2023.
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