



Eitan Gafny

Head of Content. Not of Hair.

Contact

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Skills

Content Creation and Management,
360 degrees.

Creativity - Writing, Editing,
Dreaming.

Leadership.

Digital Marketing.

Communication Skills.

Problem Solving.

Project Management & Production.

Languages

Hebrew - Native

English - Native

Spanish - Very Good

Softwares & Apps

Office, Canva, Wix, Wordpress,
Adobe Premiere, YouTube,
Facebook, Instagram, TikTok,
LinkedIn, Google, Mailchimp,
Customer io, Email Campaign,
Vertical Response, Webflow,
and many more.

Specialties (Years)

Director & Screenwriter : 15

Producer and Editor: 10

Musical Editor: 10

Content Manager: 10

Social, Copy, Campaigns: 5

Lecturer, Workshops: 10

Cockroach Phobia: 40

Social Management and PPC:

4 months course by "Tapuach"
foundation and Microsoft: graduate.

**BFA - Tel Aviv University, Film & TV
Department:**

Got the Diploma in 2012.

Matriculation Certificate:

Got one as well, in 1999.

Full Military Service - Combat.

Yeah, we mention that in Israel...

Born in 1981. Other than that, what else?

Professional, courteous and creative, self-taught, with attention for details and excellent time managing skills - on a personal and on a systemic level. A natural leader, or at least that's what people say; Strives in times of pressure, loves a deadline, knows how to make the best with available resources, to the highest standards.

Believes that without good spirits nothing will be accomplished. Doesn't know how to put in less than 100%, and makes a mean cup of coffee.

Chief Content Officer

Singit - EdTech Startup // 2022

Responsible to tell the organization's story, in all digital platform (and sometimes on the mainstream channels).

Creating Funnels for both Organic and Paid Content - and **creating the content** itself, from creative, through design and creation and up to editing, packaging and distribution.

My projects included creating a new company website, **all social platforms** (both including the content published) and **various video products**, including **Podcasts**.

Position also included creating various Marketing Funnels (emails, push, etc.), writing articles and blog posts and even some PR when needed.

My efforts brought a 350% increase in social engagement and a 70% increase in paying customers.

Digital & Content Manager

DemocraTV // 2020 - 2022

Content Manager: creative, Director and manager for all **non-news content**, about **2 hours per week** of original video content, including podcasts, influencers, content creators and more.

Digital manager for 5 online platforms, including all 4 major social media platforms. In 4 months, I have doubled and even tripled followers on social media and raised engagement in 250%.

Head of Video Department

LaMetayel // 2019 - 2020

Sadly, CoVid19 interrupted our relationship... **Head of the Video Department;** Creative, Production, Post Production; working closely with the **marketing** team and clients, serving both offline and online branches of the organization, while re-shaping the organization's use of **video content**, **social tools** and creative thinking (including influencers and content creators).

Director and Senior Partner

White Beach Productions // 2011 - 2020

Content Development, Writing, Directing, Producing (including Post Production), Marketing and CRM. [In this Link](#) - finished projects I wrote, produced and directed. Also, I handled their copy, marketing and distribution (both in Israel and Worldwide), and I built the company's website. **Managed large crews** of up to 50, and working with all types of budgets - from 0 to seven figures.

Senior Producer/Project Manager

Snowball Studios // 2017 - 2019

Senior Producer/Project Manager for international animation shows, high budget commercials and mid-long term 3D projects, including VR and games. Also a **creative lead** from time to time - and managed a staff of up to 150, in 3 locations. Working with Mattel, Disney, SodaStream and more.

Creative, Copy and Various Roles

Freelance // 2010 - 2020

Screenwriter, Producer, Video Editor, Director, Copy, Music and Content Editing, Writer, Teaching.

Among my Clients:

Amdocs, Film Production Companies, SAL Interactive, NICE, Pelephone, National Authority of Laboratories, Mifaaal HaPaysi, Rothshield Fund, Sabra-Fence, PW Teach Chile, Atidim, Pluri, The Third Ear, Craze Digital, Flix Universe, Foody, various NGO's, and many more.