GUY HAZAK

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CORE STRENGTHS

- **Creative & Content:** Editorial strategy, brand storytelling, and creative direction across formats, from concept and brief through directing writers, designers, and video editors to publication.
- **Social Media & Influencer Marketing:** Guerrilla marketing and audience development built on engagement rather than reach, spanning platform strategy, paid creator campaigns, and audiences that distribute the content themselves.
- **Community & Field Marketing:** Community-led growth and field marketing, turning online audiences into communities that show up in person and into commercial value through brand partnerships and sponsorships.
- **Operations & Production:** The operational spine behind marketing, spanning end-to-end event production, budget and vendor management, cross-functional leadership, and AI automation of recurring workflows.

PROFESSIONAL EXPERIENCE

Israeli-American Council (IAC) **2025 - 2026**
Senior Community & Operations Manager *New York, NY, USA*

- **Key Achievement:** Produced the Tech Session at the IAC National Summit in Florida, the organization's flagship annual conference, with 5,000 attendees.
- Grew the organization's community of young Israeli and Jewish-American professionals in the New York metro area to thousands of members.
- Directed end-to-end execution of dozens of high-impact regional events, cultural activations, and networking series annually, managing complex cross-functional logistics.
- Served as Executive Producer for the IAC EDGE Summit, managing a $150K production budget, pitching and securing tier-1 corporate sponsorships, and recruiting tech founders, venture capitalists, and diplomatic dignitaries to the program.
- Structured and managed the Regional Advisory Board, giving volunteer leaders defined roles and a working cadence.

Secret Flights (Travel-Tech company) **2021 - 2024**
Head of Marketing *Tel Aviv, Israel | New York, NY, USA*

- **Key Achievement:** Gained 1M+ followers with zero ad spend on social media, generating 800K+ monthly redirects from the website and a #2 ranking in Google Israel's 2022 Travel Trends.
- Led the marketing department at Israel's top travel-tech company, specializing in flight price alerts. Managed a team of 7 social media managers and content editors, while overseeing community managers, SEO, automation, and graphic design.
- Led the marketing strategy for global expansion into the US and Ireland.

Reshet 13 (Leading TV Channel in Israel) **2018 - 2021**
Social Media Manager *Tel Aviv, Israel*

- **Key Achievement:** Grew 'Big Brother' from zero to 250K Instagram followers in four months, and took both 'Big Brother' and 'Survivor' to #1 among Israeli TV shows on YouTube, Instagram, and Facebook.
- Built the social media strategy and native content formats across the channel's primetime entertainment portfolio.

Peer Levin PR Firm **2017 - 2018**
Digital Marketing Consultant *Tel Aviv, Israel*

- **Key Achievement:** Managed Minister Yoav Gallant's social media, ranking him among the top 10 Israeli politicians on Facebook with the second-highest engagement in 2017.
- Advised a client base of government ministers, public figures, and commercial brands on digital strategy, spanning content, SEO, and PPC.

IDF Radio (Israel's premier radio station) **2014 - 2017**
Digital Content Editor *Tel Aviv, Israel*

- **Key Achievement:** Winner of the 2016 GLZ Radio Commander Outstanding Soldier Award.
- Volunteered for military service and was accepted into the IDF's prestigious journalism course (top 5% of candidates). Established the station's social media presence from scratch and led its first digital strategy.

EDUCATION

Reichman University, International School **2022 - 2023**
MBA, Business Administration *GPA: 90/100*

- Major: Product Management.
- Accelerated International Master's Program in Business Administration for Outstanding Students.

Reichman University **2019 - 2022**
Bachelor's, Government, Diplomacy and Strategy *GPA: 92/100*

- Majors: Data, Government and Democracy (Excellence Program), and Diplomacy.
- **Product Marketing Internship:** Rookout, a software startup later acquired by Dynatrace. Developed a go-to-market strategy for the flagship product that was adopted by the marketing team.
- **Research Internship:** Terrorism and Digital Content Analysis, Cybercrime Department, Israel State Attorney's Office.

PROJECTS & OUTSIDE EXPERIENCE

The Lounge - Travelers Community **2018 - Present**
Co-founder & Community Manager *Tel Aviv, Israel*

- Established the #1 Facebook community for frequent travelers in Israel, now grown to thousands of active members.
- Secured collaborations with travel brands including United Airlines, El Al, and Turkish Airlines.

Fusion x Base44 Vibe Coding Bootcamp **2026**
Finalist | Founder, CreditPerk *Tel Aviv, Israel*

- Built a card-rewards platform for US small businesses from scratch with no code. Reached the final (top 9 of about 700 registrants) in the Fusion VC x Base44 Vibe Coding Bootcamp, advancing through two selection gates.
- Defined positioning and go-to-market, and pitched to investors.
- Ran a paid acquisition test on Reddit, mapped funnel drop-off and redesigned the funnel.

Shoval Program **2019 - 2022**
Marketing Associate *Tel Aviv, Israel*

- PR and digital marketing advisor for the program, which integrates individuals with intellectual disabilities into academic institutions.

Friedrich Naumann Foundation for Freedom (FNF Europe) **2021**
Delegate - "Influencers for Dialogue" Program *EU / Israel*

- Selected as one of the Israeli delegates to an EU-sponsored initiative, co-developing digital campaigns for civic discourse between Turkish and Israeli youth.

SKILLS

Growth & Marketing: Organic growth strategy, social media strategy, paid influencer and creator campaigns, content strategy, SEO, paid social (Meta Ads, Google Ads), brand positioning, go-to-market, global expansion

Community & Events: Community building at scale, large-scale event production, sponsorship sales, brand partnerships, stakeholder and advisory board management, public speaking

AI & Automation: Internal tools and automated workflows built with Claude Code and Base44, AI-assisted content production (Claude, ChatGPT, Gemini)

Data & Systems: Google Analytics, HubSpot, ActiveTrail, Monday.com, Excel / Google Sheets

Content & Web: Creative direction and briefing, Canva, WordPress, Wix

Languages: Hebrew (native), English (fluent)