

EITAN GAFNY

Content, Media, Creative & Project Management

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SOFTWARES AND APPLICATIONS

OFFICE
ADOBE PREMIERE
YOUTUBE
FACEBOOK
INSTAGRAM
VARIOUS SOCIAL APPS
GOOGLE
WIX
WORDPRESS
MAILCHIMP
EMAIL CAMPAIGN
VERTICAL RESPONSE
CANVA
ADOBE PHOTOSHOP
CAMTASIA
AND MORE...



LANGUAGES

HEBREW - NATIVE LANGUAGE
ENGLISH - NATIVE LANGUAGE
SPANISH - GOOD



PROFESSIONS & SPECIALITIES

DIRECTOR - 15
SCREENWRITER - 15
PRODUCER - 15
VIDEO EDITOR - 10
MUSICAL EDITOR - 10
CONTENT MANAGER - 7
SOCIAL, COPY - 5
CAMPAIGNS, PPC - 1
LECTURER, WORKSHOPS - 10
COFFEE SPECIALIST - 30
ROACH PHOBIA - 37



VALUES

PROFESSIONALISM
COURTESY
LEADERSHIP
PRIORITIZING
TIME MANAGEMENT
TEAMWORK
ORDER AND ORGANIZATION
BUDGETS
GOOD SPIRITS

BFA - Tel Aviv University, Film Department

Got the Diploma in 2012.

Matriculation Certificate

Got one as well, in 1999.

Full Military Service - Combat Fighter.

Yeah, we mention that in Israel...

Born in 1981. But other than that, what else?

Professional, courteous and creative, attention for details and excellent time managing skills - on a personal and on a systemic level.

Self-Taught, with practical experience with UI\UX.

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 - never gives up; doesn't know how to put in less than 100%. And I make a mean cup of coffee.

LaMetayel - Head of Video Department 2019 - 2020

Sadly, CoVid19 interrupted our relationship... **Head of the Video Department**, in charge of everything that is video - 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**).

White Beach Productions - Senior Partner 2011 - 2019

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, managed their marketing and distribution (both in Israel and Worldwide), and I built the company's website. White Beach included **managing large crews** of up to 50, and working with all types of budgets - from 0 to seven figures.

Snowball Studios 2017 - 2019

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

Scripts, Creative and Just Plain ol' Writing 2006 - Current

10 Scripts for Feature films. 5 of them produced so far, including 2 produced scripts for the Orthodox women demographic... **3 scripts for 50 minute films.** All 3 were produced, with commercial screenings.

3 American Scripts - as script editor.

Dozens of scripts for short films, Commercial and Product films, and other different kinds of media that people watch.

Creative and Copy - never studied it - honesty is the best policy 😊

But... I did creative and copy for various projects, from taglines, posters and designs, up to social media management, including YouTube and Instagram.

Craze Digital - Content Manager 2012 - 2016

Managing and Editing Music Content - over 5000 tracks, buying and compiling playlist, total sales of over -1M copies in iTunes and Spotify.

Managing and Editing Video Content - over 3000 films, buying, designing VOD sites and platforms, video editing and more.

CRM, UI\UX, Creative and Copy - including newsletters, site designing, app designing, micro copy and more.

Teaching, Lecturing, and Other 2006 - 2020

High School Teacher - Film Production and Editing. 7th - 12th grade.

Film Instructor for Israeli Non Profit organization - in a program which I created for underprivileged and endangered youth.

The Third Ear - Cloture Complex Manager, including a record store, video store, comic book store and book store. Managed 10 employees.

Music and Film Criticism - Various sites, one of whom I managed (may it rest in peace).