

# Shlomo Wiesen

Mobile: 052-658-0081 • Email: [hello@turnitup.digital](mailto:hello@turnitup.digital) / [swiesen@gmail.com](mailto:swiesen@gmail.com)

- Broad background spans web research & strategy, content, social media, SEO and marketing/PR
- Web-savvy, team player who thrives in creative & fast-paced work environments & multiple marketing channels
- Proficient in Facebook, Twitter, Google Analytics, Google Search Console, HubSpot, SEMRush, Moz, WordPress

---

## Professional Highlights

TURN IT UP DIGITAL 2017-Present  
Owner, Lead Strategist

- Lead business development and digital marketing services (SEO & content creation) for 5+ clients with 3 employees.

KAHENA DIGITAL MARKETING 2013-2017  
Head of Content Marketing

- Began as Project Manager. Promoted to Senior Project Manager in June 2014, and Head of Content Marketing in June 2015.
- Responsible for client campaigns (B2C and B2B): Create digital marketing plans to increase website's organic traffic, web visibility & conversions via organic & social channels. Specialty in content creation & brand strategy.

MYSUPERMARKET.COM 2012-2013  
Data Specialist

- Data mining, research, refining, categorizing, writing, editing and QA testing for items crawled into database.

---

## Professional Experience

- **As Author & Guest Blogger (Current):** Active contributing guest blogger for [Social Media Week](#), [Huffington Post](#), [Tech.co](#), [Engadget](#) & [Elite Daily](#). Contributing author to [SeekingAlpha.com](#), with 150,000 page views.
- **Founder & Editor of Startups #nofilter (Current):** Recently launched a startup-centric [website](#) in which I interview startup CEOs and founders.
- **As Web & Marketing Content Supervisor for Beit Moriah & Synagogue Art Research:** Responsible for website content, newsletter, writing articles, translating, & creating media lists. Researched and wrote grant proposals for various funds and foundations.
- **As Assistant to VP at ICMediaDirect.com:** Wrote press releases & promoted them through social media/blogs. Wrote and edited Google AdSense newsletter and online marketing training guides with CEO. Worked on planning, publication, writing and editing for company's published marketing and advertising book.
- **As Masters-Level Research Assistant:** Reviewed academic articles, edited, and wrote summaries for department chairman. Recruited students for research experiments, led workshops with Power Point presentations.

ISRAELI DEFENSE FORCES 2009-2011  
Combat Soldier/Sergeant

- Received two certificates of excellence for outstanding leadership and performance.

---

## Education

M.A. Industrial/Organizational Psychology, Hofstra University - West Hempstead, NY (2009) *Overall GPA, 93*

B.A. Psychology, Yeshiva University – New York, NY (2007) *Major GPA 93, Overall 90*