



PERSONAL INFORMATION

Surname/First Name : Wallner Yossi

Born : 17.10.1980

Portfolio : www.yossi-wallner.com

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Tel : 052 3141685

Email : yossmoss@gmail.com

Gender : Male



WORK EXPERIENCE



Dates : Oct. 2016 - Present



Position Held : Co-Ceo



Main Activities & Responsibilities :

- + Recruiting new customers & budgets for the organization.
- + Creating new brand identity for the organization.
- + Oversees design, marketing, promotion, delivery and quality of programs, products and services.
- + Effectively manages the human resources of the organization according to authorized personnel policies and procedures that fully conform to current laws and regulations.
- + Develop high quality business strategies and plans ensuring their alignment with short-term and long-term objectives.
- + Oversee all operations and business activities to ensure they produce the desired results and are consistent with the overall strategy and mission.
- + Analyze problematic situations and occurrences and provide solutions to ensure company survival and growth.
- + Creating, communicating and implementing the organization's vision, mission, and overall direction. Leading the development and implementation of the overall organization's strategy.
- + Overseeing the complete operation of an organization in accordance with the direction established in the strategic plans. This includes the design of the organization in a manner that facilitates and supports the operations.

Clients Include : Coca-Cola | Starkist tuna | Jerusalem post | Ma'ariv | Ronit raphael | Kanat insurance | Moroccan oil | Shopping channel

Name & Address Of Employer : [DAHAF Pro](#) | Ben Zvi 2 st. Tel Aviv, Israel



Dates : Dec. 2011 - Oct. 2016



Position Held : Creative Director



Main Activities & Responsibilities :

- + Leading creative sessions for project kick-offs
- + Managing multiple projects from concept through completion
- + Developing creative programs and design concepts that meet the business objectives of the organization and that advance our brand strategy
- + Establishing creative direction for the entire line of online services and programs
- + Supervising and inspire the creative team of vendor partners; generate multiple concepts for a campaign or project
- + Working with the account team, strategy team, and copywriters to develop concepts and present to management
- + Working with internal teams to generate ideas for pitching and proposals
- + Managing team members
- + Providing quality control over concepts and projects
- + Pitching concepts to clients

Clients Include : Coca-Cola | Coca-Cola Zero | Diet Coke | U Bank | Globus Group |
The College Of Management | Israeli Shopping Channel

Name & Address Of Employer : DAHAF | Ben Zvi 2 st. Tel Aviv, Israel



Dates : Dec. 2009 - Dec. 2011



Position Held : Senior Art Director



Main Activities & Responsibilities :

- + Personally work on the graphic development of at least one product
- + Interact with Copywriters to develop creative concepts and executions of assigned product(s)
- + Assist in making presentations to client
- + Provide detailed direction to designers
- + generating ideas to present to the client

Name & Address Of Employer : DAHAF | Ben Zvi 2 st. Tel Aviv, Israel



Dates : Dec. 2008 - Dec. 2009



Position Held : Art Director



Main Activities & Responsibilities :

- + working from a brief with a copywriter
- + generating ideas to present to the client
- + working on designs to produce an effective advertising campaign
- + managing projects and working within a budget
- + editing the final results for presentation to the client.

Clients Include : Coca-Cola | Coca-Cola Zero | Diet Coke | U Bank | Globus Group |
The College Of Management | Israeli Shopping Channel

Name & Address Of Employer : DAHAF | Ben Zvi 2 st. Tel Aviv, Israel



EDUCATION & TRAINING



Dates : Oct. 2005 - Oct. 2007

Practical Engineer Of Visual Communications | AVNI Institute Of Art & Design



KNOWLEDGE & SKILLS



Personal skills & competences

- + Hebrew (Native language)
- + English (Business fluent)
- + Hungarian (Basic knowledge)



Social skills & competences

- + Extremely organized person
- + Good abilities for synthetic & global views over concrete situations
- + End-oriented work capacity
- + Problem-solving attitude
- + Responsibility, Self-respect & Self reliance
- + Strong referential values of fairness, Equity & Dignity
- + Ability to establish & maintain good working relations with people



Organisational skills & competences

- + Creative design professional with clean aesthetics & a strong, brand-building design philosophy
- + Strategically driven and well-versed in all aspects of visual & marketing communications



Technical skills & competences

- + Good command of creative direction / art direction job within an international organization



Computer skills & competences

- + Adobe CS5 | Photoshop / Illustrator / Indesign
- + Microsoft word / powerpoint
- + Proficient on Mac and Windows platform

