Or Vardi



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##### EDUCATION

##### CUNY Baruch College, Zicklin School of Business New York, NY

##### *MSc in Entrepreneurship (with honors – highest graduate grade point average in Entrepreneurship)* 08/17

##### The College of Management Academic Studies (COMAS) Rishon LeZion, Israel

##### *MBA in Strategy, Innovative and Entrepreneurship (with honors)* 05/17

***BA in Media and Communication Studies (with honors)*** 05/15

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##### EXPERIENCE

**College of Management Academic Studies (COMAS)** Rishon LeZion, Israel

***International Partnership and Project Manager*** 10/18- Present

* Key role in growing COMAS international partnerships and developing new projects, seeking out new opportunities and building a pipeline of income from partnership projects and programs.
* Lead, develop and grow the Group’s international partnership and consultancy activities to meet departmental targets. To develop and target current and new markets for the recruitment of international students. Account managing key existing, and new, partners to generate new business opportunities.
* To develop new products and programs to be delivered to meet the changing needs in international education.
* To lead on Transnational projects, development, delivery and contract management.
* In charge of building and executing the Marketing and Public Relations Strategy for the International company's brands

**CARASSO MOTORS Ltd.– The exclusive importer and distributor of Renault, Nissan, Dacia, Infinity, Trade In and** Bnei Ayish,Israel

**After Sales in Israel**

***Head of Communications Department and Spokesperson of the Group & Electric Vehicle Marketing Manager*** 02/18- 10/18

* In charge of building and executing the Public Relations Strategy for the company's brands, in order to increase the brand awareness.
* Responsible for the strategy, marketing, advertising and digital activities of the Carasso Motors Electric Vehicles and After Sales department, including Renault, Nissan, Infiniti, Dacia and Carasso Trade In.
* Manage long-term relationships and develop projects with clients internally and externally; execute business development and management of prestigious and strategic marketing projects.
* Working with the board of directors and other senior executives of the organization, the vice president plans, develops and enforces policies and objectives for the organization to ensure it maintains its values and meets established goals.

##### College of Management Academic Studies (COMAS) Rishon LeZion, Israel

##### *Marketing Communication Manager, Spokesperson and PR Manager* 10/15 – 02/18

* Plan an annual marketing plan, media budget management, strategic research (18 programs of undergraduate and graduate programs). Production process management, schedule compliance, planning advertising campaign according to customer strategy and budget.
* Develop communication strategies, manage external PR firms and implement strategic PR programs in order to increase the brand awareness.
* Manage long-term relationships and develop projects with clients internally and externally; execute business development and management of prestigious and strategic marketing projects such as: “[The Mentor](https://newmedia.calcalist.co.il/conferences/2017/mentors/index.html)” and “[The Leaders](https://www.colman.ac.il/unique/leaders-project).”
* Manage and development the media network of contacts in line with the specific business goals and strategy of the company.

***Teaching Assistant - Dean's Excellence Program Seminar*** 06/15- PRESENT

##### *Project Manager and Social Media Manager* 10/14 – 10/15

* Developed and implemented marketing programs and events, managed resources, scheduled planning and budget and created strategic collaboration with companies.
* Managed the social networks of the school (Facebook, Instagram), created communication and advertising strategies and digital projects.

##### Universal Motors Israel *(division of General Motors)* Rishon LeZion, Israel

##### *Brand Management Intern* 01/14 – 01/15

* Performed extensive market research of auto industry, observing competition and trends, analyzing market data, developing brand strategies and creating a digital advertising campaign based on the customer's needs.[**Link to the project website**](http://theleaders2.calcalist.co.il/sub.aspx?s=40)

**LEADERSHIP/PROFESSIONAL DEVELOPMENT**

***Sigma Nu Tau Entrepreneurship Honor Society*** *06/18*

* For graduate students who have shown excellent academic performance in Entrepreneurship, and induction into the Baruch College Chapter of Sigma Nu Tau (ΣNT) Entrepreneurship Honor Society as of spring 2018.
* Sigma Nu Tau recognizes students of Entrepreneurship across America who have completed their degree and have maintained a grade point average of 3.5 or better.
* In recognition of excellence, honor, integrity, the entrepreneurship spirit and principled entrepreneurship.

***The Scholarships Program in Memory of Zvulun Hammer*** 10/16 – 05/17

* **For undergraduate students with extraordinary Academic Achievement for MBA and Research Thesis program.**

***President's Award of Excellence Scholarship for Three Years in a Row*** 10/14 – 05/17

* For remarkable academic achievements and records.

***Member of The President’s Student Excellence Program of COMAS*** 10/14 – 05/16

* A three-year leadership development program for 10 students with outstanding academic and social achievements, focusing on core management competencies such as communication, innovation, entrepreneurship, creativity and strategic thinking.
* Developed and led an at-risk youth project; organized fundraiser, secured funds, and built shelter.

***Dean’s Academic Excellence Award*** 10/14 – 05/16

* For undergraduate students who have shown strong academic performance; ranked first out of 350 students.

***Expedition guides by the "Jewish Agency" at summer camps for American Jewish kids.*** 2012

**Military Service**

**Coordinator of the Culture Department of the Intelligence Unit**- recognized as an "**Athletic Excellence Dancer**." 2010-2012

**TECHNOLOGY AND LANGUAGE SKILLS**

**Computer:** Proficient in Office, Microsoft Excel, Outlook, Power Point, SPSS, Adobe Premiere, Avid, V.I.Plus and Animoto.

**Languages:** **Hebrew** (native), **English**- excellent.