

# Bastzion Hersh

Executive Creative Director

## PROFILE

I am a creative professional that is passionate about exploring new ideas, telling compelling stories, and creating something truly unique. My journey is fueled by curiosity and the thrill of innovation.

*My autograph is excellence.*

## MY EDUCATION

2021 - current

### Marketing Management

Bachelor of Science  
Touro, Flatbush

2023-current

### E-commerce and Digital Marketing

Marketing Certification  
Rad Group, Udemy

2022 - 2023

### Brand Design and Management

Brand Design Certification  
Lindsay Marsh, Udemy

2022 - 2023

### Logo Mastery and Graphic Design

Design Certification  
Lindsay Marsh, Udemy

## REFERENCES

Available upon request



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EMAIL

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ADDRESS

Jerusalem, Israel

## MY WORK EXPERIENCE

[My Portfolio](#)

2023 - current

### PROJECT MANAGER

#### NextBracket

**Coordination** between clients, designers, and developers to successfully establish and maintain e-commerce websites.

2023 - 2024

### FUNDRAISING COORDINATOR

#### Ezer Mizion

**Marketing Strategy, Execution and Leadership** of the Yerushalayim Chinese Auction fundraising division.

#### Ambassador Recruitment and Event Coordination:

successfully empowering thousands of seminary girls to join the mission.

summer 2023

### MARKETING INTERN

#### 14MINDS

**Assisted the team** with various tasks throughout the branding and marketing process spanning digital, print and multimedia audiences.

2020 - 2022

### SOCIAL MEDIA MANAGER

#### ChesedSpot

Social Media design, execution, management

2018 - current

### AUDIO VISUAL DESIGNER

#### Bastzion Studios

**Sound Engineering:** recording studio and audio processing

**Graphic Design:** logos, flyers, ads, and website design

**Photography:** Camps, Schools, Private Clients

**Video Production:** scripting, casting, filming, and post-production

2019 - current

### FOUNDER AND MANAGING DIRECTOR

#### Healing in Harmony

**Founded** a nonprofit organization that produces customized songs for women dealing with medical illness.

**Expanded** to include branches in US, UK and Israel.

**Coordinated** an international network of singers, musicians, lyricists, and audio engineers.

**Developed** relationships with partner organizations, volunteers, clients.

2019 - 2023

### VISUAL ART AND TECHNICAL DIRECTOR

**Bais Yaakov D'Rav Meir, Bais Yaakov Seminar, Camp Palgai, Camp Bnos, SandArtDreams**

**Technical Support:** Setup, troubleshooting, and maintenance of all technology platforms.

**Audio and Visual Production**

**Event Coordination**

## MY SKILLS & EXPERTISE

### PROFESSIONAL SKILLS

Photoshop	██████████
Illustrator	██████████
Dimension	██████████
InDesign	██████████
Premier Pro	██████████
Audition	██████████
Canva	██████████

### STRENGTHS

Motivated	██████████
Self-starter	██████████
Innovative	██████████
Creative	██████████
Detail-oriented	██████████
Critical thinker	██████████
Efficient	██████████