



Yael Podkamen - Curriculum Vitae

1. Personal Details

Tel. 0545651114

yael.podkamen@gmail.com

2. Higher Education

A. Undergraduate and Graduate Studies

Study Period	Name of Institution and Department	Degree	Degree Approval
2020-current	PhD Candidate, school of business administration, Bar Ilan University		
2001-2003	Social Psychology, Bar Ilan University	MA	2004
1995-1998	Communication and Management, Collage of Management	BA	1998

3. Offices in Academic Administration

Dates	Institution and Department	Rank/Position
2019-current	School of Media Studies, Collage of management, academic studies	Head of Advertising and Marketing academic program
2016-current	School of Media Studies, Collage of management, academic studies	Head of student's Final projects administration.



Teaching - Courses Taught in Recent Years

Year	Institute	Name of Course	Type of Course	Degree	Number of Students
2016 - current	Colman	Final project in advertising	Practical project, co-op with the marketing industry	BA	35
2015- current	Colman	Advertising Fundamentals	Theoretical Lesson	BA	160
2015- current	Colman. Sapir College	Strategic planning	workshop	BA	2 groups of 30
2017-2018	Sapir College	Intro to marketing communication	Lecture	BA	70
2012-1016	Colman Sapir College	Advertising Campaign lab	Practicum-workshop. working with real clients.	BA	15

5. Professional Experience

2009 – current

Brand Strategy Specialist and Marketing consultant

Building brand strategies, expert in marketing research, very strong creative thinking skills. Former and current clients: Arkia, Altman, Strauss, Unilever Israel, Better Place, orange, CaesarStone, Miki deli, Meitav-Dash and many more.

2001- 2009

VP, Head of Strategic Planning, Reuveny Pridan IPG (Advertising Agency)

Responsible for developing marketing and advertising strategy for all clients. Working closely with Marketing VPs and leading CEOs. board member.

My clients: Orange, Johnson & Johnson, Castro, Clalit Healthcare, Toys 'R US, Strauss Unilever Ice cream, etc.



1999- 2001

Strategic Planner, Raban Golani & co. (Advertising Agency)

Responsible for developing marketing and advertising strategy for my clients.