

Joel Abadi

058-760-3529 | joelabadi23@gmail.com | Portfolio | Tel Aviv, Israel

Summary

Results-driven Campaign Manager with 3+ years of experience leading performance marketing and user acquisition campaigns across Meta, Google, and mobile platforms. Strong background in campaign strategy, experimentation, and optimization, managing multi-million-dollar budgets and turning data insights into scalable growth. Experienced working cross-functionally with creative, growth, and analytics teams to continuously improve performance.

Experience

ThoughtLeaders | Tel Aviv, Israel

Campaign & Partnerships Coordinator | 2025 - Present

ThoughtLeaders is an influencer marketing platform focused on performance-driven campaigns.

- Managing campaigns from planning to execution, making sure everything runs smoothly
- Working closely with brands, creators, and internal teams to keep campaigns aligned
- Handling communication on a daily basis
- Reviewing performance and adjusting campaigns to improve results

Decido | Tel Aviv, Israel

Campaign Manager / Media Buyer | 2023 - 2025

Decido is a startup focused on creating and promoting digital content through paid media.

- Running Facebook campaigns with daily spend of up to \$70K
- A/B testing creatives and audiences, leading to a 25% increase in CTR and 15% lower CPC
- Keeping performance strong while scaling spend

Singular One | Tel Aviv, Israel

Data Analyst / Media Buyer and Campaign Manager | 2021 - 2023

Singular One is a Startup company that focuses on publishing and advertising content.

- Managing \$1.5M+ monthly budgets across paid channels
- Scaling winning campaigns while maintaining 120%+ ROI
- Working closely with creative teams to improve overall performance

Omaiwa Technologies | Tel Aviv, Israel

Marketing Specialist | 2020 - 2021

A digital initiative launched during the pandemic to support businesses.

- Created a digital marketing team to help improve businesses during the pandemic by incorporating them and having a digital presence
- We strategized, researched, and utilized digital platforms to optimize visibility and engagement. Our approach increased brand visibility, expanded reach, and revenue generation.

Skills

Microsoft Excel, Power BI, SQL, Tableau, Machine Learning, PPC Campaign Management, Media Buying, Python, Looker Data Studio, Analytical Thinking, A/B Testing, Email Marketing, Business Acumen, Microsoft Office, Google Docs

Languages

English – Native or Bilingual, Spanish – Native or Bilingual, Hebrew – Working Proficiency

Education

Developer Institute | Tel Aviv | 2025

Data Analysis and Machine Learning

Reichman University | Herzliya | 2019

Business and Administration with Specialization in Marketing