



Personal Profile and Areas of Expertise



My name is Yuri Gankin and I am a Digital Marketing expert specializing in Digital Strategy, Growth & Innovation and Crises Management with more than **12 years** of hands on experience. I am also the founder and CEO of The Brand – a Digital Marketing agency working with both a wide variety of customers from both the private and public sector in Israel and Abroad.

In our consulting portfolio you'll find prominent financial companies (such as **Bank Hapoalim** – Israel's largest bank), pharmaceutical companies (such as the multinational **Novartis and Abbvie**), high-tech companies (such as **NICE, Deep Instinct and Lumen**), academic institutions (such as **The IDC Executive Education Center and The Open University**), real estate companies (such as **GINDI and Hanan Mor**), as well as government organizations (such as **the Ministry of Justice, The Israel Central Bureau of Statistics and The Israel Democracy Institute**) and various E-commerce brands (such as **Galita, Haturki Drinks / Vitorio Divani**) and more.

In addition, for over **8** years now I have been teaching Digital Marketing courses and hands-on workshops in Israel's biggest universities and colleges – such as The Hebrew University of Jerusalem, Tel-Aviv University, The Ono College as well as in various executive education programs and in-house marketing seminars. Over the years I have taught and trained more than 6,000 hands on digital marketing managers and senior marketing managers.

The Brand & The Brand Online

<http://www.thebrand-online.com> | www.thebrand.co.il

ygankin@gmail.com | 054-4886796



Our Solutions and Areas of Expertise

- ✓ **Strategic Marketing Consulting** – We devise a tailor-made comprehensive Marketing action plan that allows our customers to prioritize their marketing efforts and marketing budgets, create and implement the most suitable creative content strategy – and finally launch an efficient ROI minded marketing campaigns based on measurable KPIs.
- ✓ **Hands-On Campaign Management** – Apart from devising the marketing plan we also take on the actual day-to-day Social Media and PPC campaign management. We manage your digital marketing assets on all the available platforms and create PPC campaigns aimed at getting you the best possible while constantly optimizing them.
- ✓ **Digital Marketing Audit** – If your campaign is on-air and you feel something isn't right? Don't worry – we'll perform a full audit using our Digital Marketing Checklist and provide you with real-time insights on how to get back on track and grow as soon as possible.
- ✓ **Digital Crises Management** – We implement an all-inclusive crises management approach which provides a comprehensive solution both in terms of preventing a crisis in advance, managing the crisis safely when a crisis scenario occurs – and finally turning the crisis into an opportunity while getting the target audience's trust back.
- ✓ **Content and SEO Services** – Our team of content experts are able to provide you with a full scale of quality content (Blogs / Articles / Whitepapers etc) which will help you rank higher on Google's Search Results

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Here is a glimpse of our Portfolio






<p>Bank Hapoalim – Israel’s Largest Bank</p>	
<p>Israel’s Ministry of Justice</p>	
<p>IDC Executive Education Center</p>	
<p>Novartis</p>	

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<p>Burlington English – A Global EdTech company</p>	 <p>BE Burlington English בית ספר לאנגלית</p>
<p>Israel's Bureau of Employment</p>	 <p>שירות התעסוקה הישראלי</p>
<p>NICE Ltd</p>	 <p>NICE®</p>
<p>Israel's Central Bureau of Statistics</p>	 <p>הלשכה המרכזית לסטטיסטיקה Central Bureau of Statistics دائرة الإحصاء المركزية</p>
<p>Gindi TLV – A Real-Estate project combined with a Shopping Mall</p>	 <p>GINDI TLV השטחונים קולינג</p>
<p>Abbvie</p>	 <p>abbvie</p>

<p>The Open University – Israel’s largest academic institution</p>	 <p>האוניברסיטה הפתוחה The Open University of Israel الجامعة المفتوحة</p>
<p>Haturki Drinks</p>	 <p>הטורקי - online - מרכזי אלקוחול ויינות בטיקי</p>
<p>Lumen</p>	 <p>Lumen</p>
<p>Future Meat Techonlgies</p>	 <p>FUTURE MEAT</p>
<p>Israel’s Securities Authority</p>	 <p>רשות ניירות ערך</p>



Israel's Competition Authority	
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Here are some of the institutions in which I am teaching Digital Marketing

Tel-Aviv University

The Hebrew University

The New Media College



The IDC

The Ben -Gurion University

The Ono College



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