

LIA MAOR

CONTENT, CREATIVE & BRAND STRATEGY | CUSTOMER EXPERIENCE & OPERATIONS

A words person who can build a system, and a systems person who never forgets there is a human on the other side.

LET'S TALK

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PROFILE

Content, creative and brand professional connecting **words, people and systems**. I build distinctive brand voices, turn complex information into clear human communication, and carry ideas through execution. My experience spans online brand building, e-commerce, customer experience, team leadership, workflows and real-time crisis management.

PROFESSIONAL EXPERIENCE

Mevalim | Content, Customer Experience & Operations Manager · Remote **2024-2026**

- Built a digital service operation from scratch across email, WhatsApp and live chat, including brand voice, workflows and response systems.
- Recruited, trained and managed a remote team; handled cancellations, complex complaints, payment disputes and escalations.
- Led a trust initiative that grew Google reviews from 220 to 600+, raised the rating to 4.9 and supported search visibility and sales.

Ministry of Health | Digital Channels & Content Editor **2021-2023**

- Wrote, edited and validated sensitive public information in a complex, highly regulated environment.
- Applied UX writing and microcopy to make professional information clear, accessible and human.

Pushtakim | Co-founder & Brand Manager **2015-2022**

- Built an independent online fashion brand for babies and children: concept, collection, voice, content, advertising and marketing.
- Led service, orders, fulfillment and CX; sold through a WordPress store and festivals in Israel and abroad.
- Built a loyal community and earned coverage in Calcalist, Laisha, Go Style, Haaretz and television.

bela by Shufersal | E-commerce & Content Manager **2018-2021**

- Managed CMS-based e-commerce content, product uploads, maintenance and user experience improvements.
- Created marketing content, newsletters and campaigns in pharma and beauty; managed digital service and cross-functional partners.

WHAT I BRING

- A brand voice people recognize
- Creative thinking that survives execution
- A sharp understanding of people
- Order, pace and practical problem solving

TOOLKIT

Content Strategy

Copywriting

UX Writing

Brand Management

Customer Experience

Operations

E-commerce

CMS

AI & Automation

Team Leadership

EDUCATION

ACC, Advertising & Copywriting
2007–2008 · Honors; 2nd place in the final exhibition

Tel Aviv University
Film & Literature · 2005–2008

LANGUAGES

Hebrew
Native

English
High proficiency

Remote work · Ashdod