

Igor Rubinstein

letchik@gmail.com
Cell: +972-54-7323536
Home: +972-72-2120270
GTalk: letchik | Skype: letchikz

11/5, Emek Dothan St.
Ramat Gan ISRAEL
Date of Birth: 1/23/1974
Marital Status: married

Creative/Content Professional

Professional Experience:

2002 – Present

Tel Aviv – Moscow Advertising Ltd.

Senior copywriter and new media projects manager. I design marketing and advertising solutions for the agency's clients, mostly in telecom field (orange, HOT, 012 Smile).

I also edit and write Orange's Techno – the magazine about new technologies, cell phones, funny gadgets etc.

I was a member of a marketing consultants panel invited by Orange Israel before launching its 3G network in 2004. I was responsible for the Oboxlive! content portal initial menu.

Back in 2003, another telco giant HOT enjoyed the Netrix Cup, an Internet searchers challenge. I served as a technical manager of the event.

Another Internet contest was 012 Animania (some 50 Israeli flash animators submitted their designs of a mascot for 012). Animania is considered as a first remarkable user-generated content contest in Israel (2003). I brought an idea and led its implementation.

2001 – 2002 - TV6, Moscow. Served as TV news producer in Israel and Palestinian Authority. I was responsible for the 2nd intifada news coverage producing special reports and documentary features.

2000 – 2001 - MIGnews.com, Tel Aviv. I created this site's concept and served as its editor

1999 – 2000 - Vesty, Tel Aviv. Writer, editor (economics, marketing and technologies)

1996 – 1999 - Sharat Communications, Ltd. Copywriter, projects and content manager

Education:

1993 – 1996 Hebrew University, Jerusalem, Faculty of Humanities
(General and Comparative Literature and History of Art)

1990 – 1993 Belarusian State University, Minsk, Belarus. Faculty of Journalism and Communications

Languages:

Hebrew, English and Russian are fluent. Good command of Polish.

International Awards:

Advision, New York, 2006

1st place in "Financial Services" nomination (for Bank Hapoalim campaign)

Special Creativity Prize (for orange campaigns)

Content 360, MIP TV, Cannes, 2007

1st place in the BBC "On-Demand Participation" Nomination

Other: fast learning skills, good interpersonal communications, Internet savvy, great team worker