



MAYA KETTER

Website Content & Digital Operations

Website Content Management | UX/UI | Digital Operations

+972-54-4428898

kettermaya@gmail.com

Maya Ketter

mayaketter.com

• EDUCATION •

Netcraft Academy

User Experience & Interface (UX/UI)

2021-2023

The Open University

MBA, cum laude

2019

The Open University

BA in Management, cum laude

2015

• LANGUAGE PROFICIENCY •

Hebrew | Native/Mother tongue

English | Fluent

• SKILLS •

- Ecommerce content & catalog management
- Website operations & content management
- High-volume content environments
- Website QA & content accuracy
- Task prioritization & workflow management
- Cross-functional collaboration
- Excel & structured data handling
- UX & user flow optimization
- AI tools for content creation, research and workflow optimization
- Public speaking

• EXPERIENCE •

Website Content & Design Operations | Self-Employed | 2008-Present

- Leading digital projects from requirements gathering through implementation, while coordinating with clients and stakeholders across business, content and design functions
- Translating business needs into digital solutions, content structures and user-centered experiences
- Managing large-scale website content, updates, structure, taxonomy, hierarchy and optimization across multiple digital platforms
- Ensuring accuracy, consistency and quality across all site content and assets
- Working closely with business, marketing and technical stakeholders to implement updates and new initiatives
- Managing multiple concurrent projects, prioritizing tasks and ensuring timely delivery
- Defining content needs, workflows and timelines in collaboration with clients
- Creating wireframes, user flows and visual assets using Figma
- Supporting SEO-oriented website structure, content updates and optimization efforts
- Tools: WordPress, Elementor, WooCommerce, Shopify, Wix, Figma

Financial Economist | Bar-Ilan University | 2023-Present

- Managing investment operations, including data accuracy, reporting and ongoing process control
- Working with multiple stakeholders and external financial entities
- Preparing executive presentations, reports and decision-support materials for senior management and investment committees
- Operating in a high-precision environment requiring strong attention to detail

Head of Middle Office | Pheonix Investment House (Excellence) |

2015-2023

- Led and guided a team of 2 employees, including task prioritization, workload distribution and operational oversight
- Managed workflows in a high-volume, detail-critical environment
- Worked closely with traders, investment managers and institutional clients
- Maintained high standards of accuracy, organization & service across complex processes
- Recognized as Outstanding Employee (2018)

Assistant VP Finance | Scailex Corporation Ltd. | 2007-2015

- Supported financial reporting processes and management-level presentations
- Coordinated with internal teams and external auditors
- Managed structured financial data and documentation with high attention to detail

• FOR THE SOUL •

Les Mills™ BODYPUMP Instructor | Holmes Place Israel | 2022-Present

- Certified group resistance training instructor, leading high-energy Bodypump classes.
- Inspire and guide participants on transformative fitness journeys, fostering confidence, social connection, and personal growth.

• MILITARY SERVICE •

UX/UI Designer & Content Manager - Reserve Duty | 2024-Present

- Lead Designer - "Fighter" Digital Wallet: Led the visual branding and UI design for a national-scale digital wallet project for IDF combat reservists, in collaboration with the Ministry of Defense, Ministry of Finance and Cal
- Hands-on content management, structure optimization and UX improvements
- Collaborating with cross-functional stakeholders to deliver digital products in a fast-paced, mission-critical environment

Ministry of Defense | 2004-2006

Assisted in operational and administrative tasks for technological infrastructure projects, Development of Weapons & Technological Infrastructure ("Ma'fat").