



# STAV SHIMONI

Operations & Project Management Professional | AI-Enhanced Workflows

I'm seeking a Project Management or Coordination role.  
I specialize in building end-to-end roadmaps and the scalable,  
data-driven workflows necessary to turn strategy into value.  
Let's build impactful, future-ready projects together.



## ABOUT ME

### Nice to meet you!

I'm Stav (1994), an operations professional focused on creating order and efficiency. I bridge the gap between strategy and execution, managing the project lifecycle from workflow development to data-driven reporting. I thrive in dynamic environments, leveraging a modern toolkit - including AI-driven automation, ClickUp, and Excel to optimize systems and vendor procurement. My approach combines operational precision with human-centered solutions. "Bravely," my initiative, reflects this philosophy of building systems that actually work by integrating the latest technology to drive impact.

*I'm ready for my next challenge.*

## SKILLS



Hebrew - Mother Tongue

English - Fluent

## EXPERIENCE

### Bravely - Project Lead & Operations Manager (2024-Present)

Built this social-impact initiative end-to-end, scaling to 1,500+ members in 6 months. Managed strategic roadmaps and 60+ monthly content assets via ClickUp while coordinating 100+ professionals. Integrated Generative AI tools to automate content production and enhance project workflows. Optimized CRM architectures and onboarding workflows to streamline operations and resolve critical-path issues in real time.

### Shai Institute - Operations & Project Coordinator (2024-Present)

Lead data-driven operations using advanced Excel/Sheets for complex reporting, financial tracking, and workflow analysis. Managed vendor relations and stakeholder communication to implement technical optimizations, reducing errors and supporting 2 years of revenue growth. Facilitate 50 monthly client-provider integrations as the internal lead for process improvement.

### Yomi Sushi Line - Assistant Manager (2020-2023)

Directed operations and a 10-person team, optimizing vendor procurement and inventory lifecycles to cut waste by 20% and improve deliveries by 30%. Managed customer service and inventory while implementing leadership practices that increased staff retention.

### ALUT - Instructor (2015-2019)

Led programs for a caseload of 12 adults on the autism spectrum, teaching practical and social skills to achieve measurable progress in personal independence and daily functioning.

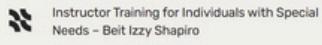
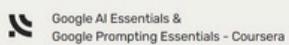
### Camp Ramah in Wisconsin - Counselor (2018)

Provided vocational support and workplace accompaniment for adults with special needs, resolving professional challenges to foster full independence.

### Military Service (2013-2015)

Managed hundreds of sensitive files and security systems. Developed Excel tracking that accelerated information retrieval and reporting, establishing my foundation in professional administration.

## EDUCATION & COURSES



## VOLUNTEER WORK

Food distribution for families in need  
**Herzliya (2021)**

Animal shelter "Raanana & Kfar Saba Love Animals"  
**Ranana (2022)**

Stav Shimoni



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# My Portfolio



# PORTFOLIO



## BRAVELY

Bravely is an end-to-end digital platform I built from concept to launch. I led the full project lifecycle: initiation, scope, planning, project documents, workflows, CRM, suppliers, execution, and monitoring & control. Over 100 professionals were screened through structured pipelines I created. This project reflects strong PM skills, operational leadership, and independent execution.

[Read More](#)

## COMMUNITY & SOCIAL MEDIA

A digital initiative built as part of Bravely's marketing and community strategy. I managed content operations across Instagram (200+ original reels, including viral reels with 300K+ & 277K+ & 120K+ views), TikTok, and a 1,500+ member Facebook community. Through structured workflows, insights tracking, and community engagement, I built a supportive, value-driven environment. This project demonstrates data-informed execution, community leadership, and emotional-intelligent communication.

[Read More](#)



## GAEUL GIL MY KOREAN POETRY

A self-directed creative project combining Korean-language poetry, travel photography, and cross-cultural community building. I published 66 original posts, grew to 2,300+ followers at peak, and integrated authentically into the Korean poetry ecosystem. The project led to two Instagram Live interviews and real-world relationships with Korean poets. It showcases initiative, consistency, cultural adaptability, and long-term community development.

[Read More](#)



## MY PORTFOLIO WEBSITE

A website I built on Wix, applying my tech skills, Canva design, and structured project thinking. I defined goals, organized content, and built an intuitive user flow. This project reflects strong UX thinking, creating user-friendly digital experiences through clear information architecture, visual storytelling, and a thoughtful, systems-oriented approach.

[Visit the Homepage](#)

# BRAVELY

A social-impact initiative promoting self-love, body positivity, and the mind-body connection through accessible knowledge, tools, and trusted professionals.



## INITIATION



Defined Bravely's mission, vision, values, and core objectives.  
Analyzed audience needs and identified a market gap for a compassionate mind-body professional space.  
Outlined the initial scope, feasibility, ethical guidelines, and early budget and timeline considerations.

## PLANNING

### Scope & Structure

Translated the concept into a clear roadmap and operational plan.  
Selected and set up core tools (WordPress, ClickUp, Canva).

### Workflow Design

Created structured processes for:  
- Professional screening & onboarding  
- Content creation  
- CRM architecture  
- AI-assisted content pipelines



### Scheduling & Resources

Built phased timelines, Gantt charts, backlogs and repeatable SOPs.  
Coordinated with developer, designer and legal support.  
Allocated project resources and managed budget based on priorities.

## EXECUTION

### Platform Development

Led the full WordPress build:  
structure, navigation, content hierarchy and brand execution.  
Implemented features with developer collaboration and maintained the site independently.

### Operations Management

Ran all project operations in ClickUp (tasks, CRM, dashboards).  
Coordinated communication with 100+ professionals.  
Performed troubleshooting, data hygiene and rapid iteration.

### Content Execution

Leveraged Generative AI tools to streamline the production of long-form articles,  
guided meditations, and educational content.  
Ensured messaging consistency across the platform and aligned with user needs.

## MONITORING & CONTROLLING



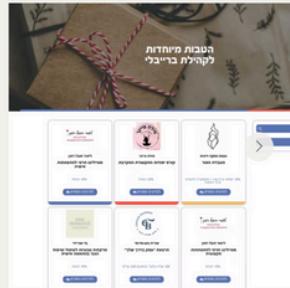
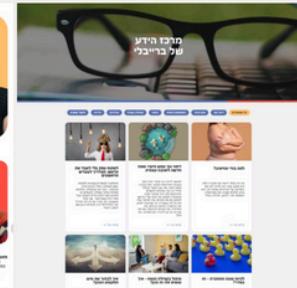
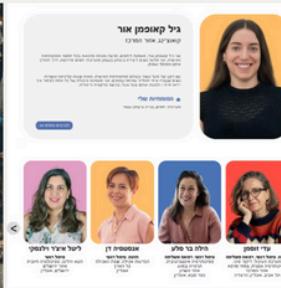
Tracked analytics, engagement trends and user feedback.  
Adjusted workflows, priorities and timelines based on insights.  
Optimized professional screening and content pipelines for efficiency and consistency.

## ACHIEVEMENTS & METRICS

- Built a complete operational infrastructure (CRM, workflows, Gantt, SOPs).
- Coordinated with and evaluated 100+ professionals, forming a vetted directory.
- Delivered a fully functional digital platform with branded content architecture.
- Integrated AI workflows to architect and scale a content engine producing 200+ reels and 800+ community posts, drastically reducing production timelines.
- Established scalable systems supporting long-term growth.

## SUMMARY

Bravely is a full end-to-end digital product I led from concept to launch. This project strengthened my skills in project initiation, planning, workflow creation, execution, cross-functional coordination, AI-integrated operations, vendor management, and data-driven iteration, while independently building a scalable platform and operational ecosystem.



# Next Project



# COMMUNITY & SOCIAL MEDIA

A strategic digital initiative driving community growth, value-driven content, and authentic engagement across social platforms.



## CONTEXT & OBJECTIVES

Defined Bravely's social mission: delivering accessible self-love, body-acceptance, and mind-body education. Built a multi-channel strategy across Instagram, TikTok, and a Facebook Group, including content pillars, brand voice, audience personas, and community guidelines for safe, empathetic communication.

## SYSTEM & STRATEGY DESIGN

Built structured systems to support scalable content and community operations:

- Designed end-to-end content workflows utilizing AI tools for ideation, scripting, and content pillar development.
  - Defined content formats including reels, educational posts, storytelling, prompts, and collaborations.
- Designed community onboarding, moderation flows and safety guidelines to support healthy engagement.



## OPERATIONAL EXECUTION

Produced and managed content operations across platforms:

- Created 200+ original reels for Instagram and TikTok, including viral reels (300K+ & 277K+ & 120K+ views).
- Led a Facebook community of 1,500+ organic members, leveraging AI to brainstorm engaging discussion prompts and streamline copy drafting.
- Managed high volumes of weekly DMs and comments, fostering trust and long-term community relationships.
- Collaborated with creators and professionals, including body-image influencer Dana Amir, through joint content and cross-platform initiatives.



## MEASUREMENT & ITERATION

Monitored analytics weekly (reach, retention, watch-time, saves, engagement). Identified high-performing formats and refined storytelling, editing, and workflows based on behavioral insights.



## OUTCOMES & IMPACT

- 200+ original reels published
- 1,500+ engaged Facebook community members
- 1M+ total views across platforms
  - Viral reels (300K+ & 277K+ & 120K+ views)
- Built a scalable, AI-integrated content engine capable of sustaining high-volume multi-channel growth.

## SUMMARY

A human-centered digital community project built through strategy, structured execution, AI-integrated content workflows, and data-informed iteration. I managed content operations, community growth, and cross-functional collaborations, building a supportive digital space that directly advances Bravely's mission.



# GAEUL GIL KOREAN POETRY

A cross-cultural artistic project combining original poetry, travel photography, language learning, and community-building within the Korean literary ecosystem.



## CREATIVE CONTEXT & INTENT

"가을길 Gaeul Gil" ("Autumn's road") began as a personal creative outlet for writing poetry in Korean and gradually evolved into a structured, long-term artistic initiative. The project explored self-expression in a new language while building meaningful, intercultural relationships through poetry.



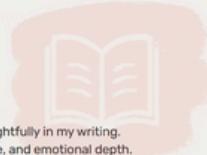
## CONTENT & RHYTHM

I studied and adapted traditional Korean poetic structures, which differ significantly from English and Hebrew poetry, and applied them thoughtfully in my writing. Each poem was paired with original travel photography, with variation in length, tone, and emotional depth. I maintained a consistent creative rhythm through weekly writing, editing, and publishing, alongside daily Korean language study to ensure clarity, authenticity, and linguistic accuracy.



## COMMUNITY & ENGAGEMENT

I engaged daily within the Korean poetry community through comments, DMs, Stories, and targeted Korean hashtags. By interacting consistently with high-engagement poets, I became organically embedded in the poetry ecosystem. Revealing that I was not Korean sparked curiosity and deeper interactions, strengthening connection within the community.



## CULTURAL EXCHANGE & IMPACT

The project led to two Instagram Live interviews with Korean poets, featuring real-time audience engagement and open cultural exchange. During my travels in Korea, several poets hosted and met with me in person, a rare outcome reflecting meaningful trust and artistic connection beyond the digital space.



## GROWTH & PRESENCE

- Published 66 original posts combining my own poetry and photography.
- Reached 2,300+ organic followers at peak within a niche literary audience.
  - Achieved high engagement across posts and discussions.
  - Invited to two Instagram Live interviews with Korean poets.
  - Became naturally integrated in the Korean poetry community.
- Proactively leveraged emerging opportunities (live interviews, collaborations) to amplify visibility and reinforce cross-cultural connections.

## SUMMARY

What began as an online creative space translated into real-world relationships and shared artistic experience.

Beyond poetry, this project reflects my ability to grow something from zero, sustain momentum over time, and turn authentic creative expression into measurable cultural impact.

## Branch / Gaeul Gil

סחפה בשטף הנהר  
 רק השמים צופים מלמעלה  
 בטור זרם אין-סוף,  
 מתנהשת  
 סלע סלע.

הענף שבקשוי החזקינו,  
 התגלה מוסוכן למדוי  
 עלי' לשחררו,  
 עלי' לשחררו מיד.

בזרם החיסים האחור,  
 עדף להתמכור ולהולך מחדש  
 אך אותו ענף שבור,  
 עדין נשאת תפילה לשלהמוות.

Swept into the river's rush,  
 only the sky is watching  
 Inside an endless current,  
 I collide,  
 stone by stone.

The branch that barely held me,  
 proved dangerous.  
 I must let go,  
 I must let go now.

In the cursed flow of life,  
 perhaps surrender and rebirth  
 are kinder.  
  
 Yet for that broken branch,  
 I still carry  
 a prayer for your wholeness.

급류에 휩쓸려 떠내려가는 나를  
 드높은 하늘이 그저 지켜만 보고 있네  
 이 끝없는 물줄기 속에서  
 나는 끝없이  
 바위와 충돌하네

내가 겨우 잡은 지푸라기가  
 오히려 위험한 것  
 놔야겠다  
 놔야겠다

차라리 흙탕물 같은 삶의 흐름에서  
 죽고 다시 태어나는 것이 더 나을 테니까  
 내가 놓은 지푸라기여  
 거친 급류에도 결코 흘어지지 않길

## GET IN TOUCH

Reach out to discuss your project or any inquiries. I'm here to help you achieve your goals.



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# Thank you!

Stav Shimoni



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