

# SHARON OLBINSKI

Product and Brand Manager with cross-functional experience in tech, eCommerce, and design. Combines creative strategy with business thinking and tech fluency. Skilled in user needs analysis, process design, and cross-team collaboration. Proven ability to lead product-facing initiatives from concept to execution.

## Work Experience

### MIMI VAZA | 2024

#### Brand Manager

- Led brand and marketing efforts across platforms
- Managed website content and product catalog
- Crafted the in-store brand experience and visual layout strategy
- Developed packaging for existing and new products

### TLC Group (HQ) | 2023-2024

#### Project Manager | Designer

- Managed cross-company projects in tech and retail
- Implemented AI call system in BUYME customer support
- Defined product needs for BUYME's first physical product in collaboration with MIMI VAZA

### Migdal Insurance | 2021-2023

#### Written Communications Rep (Student)

- Handled customer files,
- Used multiple CRM systems.

### AMTS & Intel | 2016-2020

#### Quality Control Technician

- Conducted QA in cleanroom manufacturing
- Operated technical equipment, maintained logs, and upheld standards

## Education

### Graphic Design & UX/UI | Studio 6B | Ongoing-2025

### B.A. in Industrial Management & Information Systems |

### Sapir Academic College | 2020-2023

- Systems analysis, BI, SQL, product management, operations research
- Programming: Python, C#, HTML, JAVA

### Practical Engineering Diploma - Mechanical Engineering |

### ORT Rehovot | 2012-2014

- SolidWorks, SolidCAM

## Contact

052-7959889

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## Technical Skills

- Figma
- Illustrator
- Photoshop
- HTML
- SQL
- Priority
- Office environment
- Open minded Thinking

## Languages

- English
- Hebrew
- Russian

## LinkedIn

