

Netanel Marchum

Computer Science Student | Graphic Designer

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About me

Motivated Computer Science student at The Open University of Israel (specializing in Cybersecurity), with hands-on experience building **websites, business processes, marketing, and branding**. Currently develops production sites and automation systems alongside academic projects in network simulation, low-level systems programming (C/Assembly), and machine learning. Brings a strong technical foundation together with creative design skills developed while running independent ventures in the US and Israel.

TECHNICAL SKILLS

Languages & Code: C, Python, Assembly, HTML, CSS.

Networking & Cyber: Cisco Packet Tracer, Network Security (VLANs, OSPF).

Tools & Platforms: Marketing Automation, Web Development (WordPress), Social Media Management, Graphic Design and video.

Data Science: Machine Learning (KNN models)

PROFESSIONAL EXPERIENCE

Co-Founder & Owner | Yalla Booth (New Jersey, USA) *August 2025 – Present*

Technical Implementation: Built the company website from scratch and designed core business processes, marketing, and branding strategies. Developed tailored production sites and automation workflows to streamline lead generation and customer follow-ups across New Jersey and NYC.

Social Media Manager | Cubico (Manhattan, NY) *Jan 2025 – Jan 2026*

Managed end-to-end social media presence for a creative shared office space photography, content creation, editing, and a customized visual feed for LinkedIn and Instagram aligned with the company's brand identity.

Initiated and promoted events and lectures that helped attract new clients and increase brand visibility.

Business Owner | Cover Design Studio *Apr 2023 – Present*

Web & Tech: Founded this graphic design and branding agency for the music industry; built the business website and produce tailored visual assets (banners, lyric videos) using design and video tools.

Run client acquisition using data-driven marketing strategies to sustain a loyal client base.

PROJECTS

Network Simulation & Security (Project Tikshuv) | Cisco Packet Tracer

Designed a complex network simulation for a 3-branch enterprise using Metro Ethernet.

Implemented rigorous security protocols including Port Security, VLAN segmentation, and router hardening.

Configured OSPF routing, "Router on a Stick," and deployed essential services (HTTP, Mail, DHCP) alongside Wi-Fi infrastructure for each branch.

Assembler Development | C Language

Developed a fully functional assembler in C that translates custom assembly language into machine code.

Demonstrated deep understanding of low-level computing and memory management.

Medical Cost Prediction Model | Python & Machine Learning

Built a K-Nearest Neighbors (KNN) model to predict medical insurance costs based on patient data (BMI, age, region).

Performed data preprocessing, feature scaling, and model evaluation to optimize prediction accuracy.

EDUCATION

B.Sc. in Computer Science (Specialization in Cybersecurity) The Open University of Israel Oct 2022 – *Expected Graduation: Early 2027*

Key Coursework: Data Structures, Algorithms, Operating Systems, Network Security.

Sitrin Technological College 2019 – 2022

Mathematics (5 units), English (5 units), Computer Science (5 units), Tikshuv-computer network(10 units).

Graduated with Honors (Ministry of Education Excellence Award).

GPA: 114/120.

LANGUAGES

Hebrew: Native

English: Great