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**Current Position: Marketing and Product Freelancer/Consultant**

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**PROFILE**

**I'm an experienced marketing, product and branding expert, having held strategic product and marketing positions at several B2C SaaS companies.**

**I believe in innovation and fast delivery**, building teams that have strong foundations comprising creative, collaborative thinking, smart execution, and data analysis. This approach brings real value to customers, resulting in a better product, faster growth, and higher (and faster) ROI.

**I have a proven track record of improving KPIs in all areas of marketing and product**, and I believe in using every tool in the box: creativity, research, skill, strong & talented teams, technology, data analysis, flow analysis, KPIs, predictive analytics, behavioral psychology, neuroscience, and more. As a manager I aim to hire only the best, most talented people, with the goal of creating successful, motivated teams that work amazingly with design, content, dev, and other relevant teams.

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**PROFESSIONAL EXPERIENCE**

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**Ongoing: Guest Lecturer, Mentor, and Consultant**

2017 - Present

- Mentor at [365x Accelerator](#), providing guidance to Startups participating in the program
- Guest lecturer at Elevation Academy and Hamichlala L'minhal: [Evolutionary Psychology as it Applies to Product and Marketing](#), and [Getting into Your User's Head](#)
- Panel judge on Kfar Batya Kfar Saba's Young Entrepreneur Program
- Consultant on B2C SaaS tools, specifically in the area of WSBs

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**GivingWay (early-stage startup)**

01/2018 - 10/2018

Head of Marketing and Product

- Responsible for all areas of marketing: Paid acquisition (Adwords, Facebook, Instagram, Quora), SEO, social media marketing and community, branding, content, design, growth hacking (viral loops, network effects, etc.), email automation, email marketing, messenger bots and more
- Responsible for product management: Concept, research, wires, mocks, flows, working with dev team till product/feature is live
- Branding: Visual, look and feel, tone of voice
- Managing a small team of content and social media managers

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**Natural Intelligence**

2016 - 2018

Team Lead: Product and Product Marketing

- Team lead since November 2017.
- Brought on to bring a new product to market
- Responsible for leading the project end-to-end: Research, concept, wireframes, flow, UX, design (with the studio), understanding the technical requirements, writing user stories, and working with dev to get the MVP live
- Working closely with upper management, marketing, content, design team, and dev to bring vision to life
- Consumer psychology research to bring new and innovative ideas to all sites and verticals

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**Rise App**

2017 - Present

Android App Creator

- Worked on my own android app, called [Rise – Positive Self Affirmations for Working Moms](#) (went live November 2017)
- Researched the idea, built the wires and flows, designed the screens, wrote the content, outsourced the narration, edited the audio, and outsourced the dev

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**WiseStamp**

2015 - 2016

Head of Marketing

- Responsible for all areas of WiseStamp marketing, for both B2C and B2B platforms
- Managed a team of content writers and designers

- Management of marketing projects from beginning to end, including research stage & data analysis, coming up with creative concepts, working with content and design make sure we're telling our users a story, connecting with them on all the right levels and making sure we get the right message across to the right user at the right time
- Identified and implemented an online lead generation marketing strategy (including content marketing, SEO, webinars, Facebook groups, YouTube, online forum activities, online directories, etc.)
- All direct response marketing, including email marketing (automated and blast), Gmail marketing (within the extension), landing pages, campaigns, sales, growth hacking and more
- Working closely with Product and Dev to ensure user engagement throughout the product flow
- Major partnership campaigns (including HubSpot collaboration)
- Ongoing, in depth data analysis measuring KPIs against benchmarks

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## Wix

2013 - 2015

Head of Product Marketing, Branding & Retention

- Managed a team responsible for Wix's direct response marketing: creative concepts, overall strategy, branding, email marketing, videos, landing pages, product and feature launches, sales & campaigns, Wix Newsfeed, Facebook campaigns, product marketing, pages on Wix.com, videos & print ads
- Constant focus on remaining true to the Wix brand and core values – easily create your stunning website – while evolving the look & feel of the brand (media, content, design, visual language & voice)
- Customer retention & engagement – from user sign up, focus on building an ongoing relationship via several channels, while pushing them through the funnel from sign-up to super-engaged user
- Pushed the KPIs of all our marketing channels well past industry standards, especially in the area of email marketing (despite strict deliverability limitations put in place by email providers)
- Initiating, planning and migrating from a blast-based email strategy and structure to a unique, behavior-based, highly segmented, automated emailing model that will communicate the right message to each of our users, specifically addressing their intent, greatly increasing reach & CTR while reducing funnel leaks and costs
- Hands-on product marketing for new features and products, working closely with product, dev and UX to ensure that flow & packaging answers our users' intent while meeting our objectives
- Making sure all creative assets guide users through the process in a clear, obvious and intuitive way, neutralizing barriers like confusion & suspicion, while pushing towards the company's goals
- HR and Recruitment Marketing: By profiling the type of people who would be a good fit, we were able to communicate the value that Wix offers, and target potential candidates more accurately

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## Guroom.com

2011 - 2013

Founder

- Creator of Guroom, a collaborative home design site that provided users with free access to virtual rooms created by designers
- Each room was created using products available for sale online via Guroom's partner stores, including Wayfair, Urban Outfitters, Overstock, Home Decorators Collection, Burke Décor, ATG Stores, Switch Modern, & Fashion for Home

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## ECI Telecom

2008 - 2010

Marketing Writer & Graphic Designer

- Creation of marketing collateral for all ECI software and hardware, including: brochures, product notes, application notes, solution notes, white papers, articles, presentations, and sales content for Web
- Created and edited PowerPoint presentations, diagrams, and a wide variety of graphic work in Photoshop

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## Amdocs

2000 - 2008

Writer and Editor

- Several positions including Technical Editor, and writer in the Bid Response Team

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## DST

1997 - 2000

Office Administrator and Personal Assistant to the Managing Director

- Responsible for administrative management of the company and PA to the CEO, customer management and sales

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## EDUCATION

**Diploma College, the Open University, Israel** - Interior Design and Architecture (2005 - 2008)

**Ma'of College** - Web Designer (2001 - 2002)

**Languages:** English (Mother Tongue), Hebrew (Fluent)