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EDUARD KLEINER

MARKETING EXPERT &  
FULL-STACK DEVELOPER  
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CONTACT

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PROFILE SUMMARY

A passionate and creative **marketing expert** with over 12 years of experience, creating superior **marketing materials** using **data-driven**, **creative,** and **technologically** advanced techniques aimed at delivering a distinct competitive edge in marketing campaigns and product launches.

A combination of **marketing,** **product management,** and **Full-Stack developer** skills, provides a unique insight into all aspects of a product life cycle.

Creating brands & products from scratch, from **successful POC** launches, all the way to **large-scale marketing campaigns**, managing **hands-on** **ROI-driven marketing campaigns** and filling **managerial positions** in industry-leading online companies in **extremely competitive markets**.

RECENT WORK EXPERIENCE

**Affilomania Ltd**. Ramat Gan, Israel

**CMO & Full Stack Developer**  **2019 – Present**A B2B & B2C Online marketing SaaS company. Created from scratch several client-facing products including product design, UI/UX, detailed Marketing Plan, and marketing executions - from product conception, through hands-on development, all the way to driving the product to scale. Managed a team of 5 marketing professionals – SEO, PPC, media buyers & copywriters, as well as 3 front-end developers. Created multiple data-driven marketing automation retention plans using various media channels such as mailers, remarketing PPC funnels, opt-in SMS, Robo-calls, and mailers providing high deliverability and measurable success. Development from scratch of all assets, Inc. the brands, servers, Technological stack, and more.

**Sardine Online Ltd.** Herzliya, Israel

**CMO & CTO**  **2017 – 2019**  
A B2C Online Casino Startup. Fully hands-on created and managed several online Casino Brands. Inc. P&L, UI\UX, B2B negotiations, Marketing Plan, and marketing executions, as well as media buying & PPC, Retention (mailers, Funnels). Development from scratch of all assets, Inc. the brands, servers, Technological stack, and more. Also, in charge of HR, Design, CRM & Strategy.

[**Scroll down for additional work experience**](#ADDITIONAL_WORK_EXPERIENCE)

MARKETING & Business SKILLS

|  |  |
| --- | --- |
| **Traffic Generation**   * PPC Marketing (Google Ads, FB, Etc.) * Display Media Buying (Direct, RTB, etc.) * Affiliate Management (Hunt, Deals) | **Online & Offline Marketing**   * Creating Brands from Scratch * Writing PR Communications * Guerilla-Marketing * Creative direct postals to targeted audience * Targeted magazine ad placements & inserts * Data-driven Market Penetration Strategy |
| **Marketing Automation & User Retention**   * Extensive copywriting experience for ROI-based ads, websites, and other marketing materials. * DB Segmentation, Triggers & Actions * User life cycles & Funnel based Communications * Live Chat, Push, Call & SMS Strategy, copy, and implementation. | **Business Management**   * Project Management. * B2B Negotiations. * Budget Management. * Talent Recruitment. * Rapid testing of POC’s and results-based business pivotable-agility. |
| **Technical Online Marketing**   * Mastery of the following SaaS services: Twilio, MailChimp, Various Live-Chat SaaS, SendGrid, Autopilot, various CRMs, A/B Testing tools, | **Tools of the trade**   * Mastery of Excel (Pivots, functions, dashboards, Visual Basic Scripts) and all other relevant office suite software. * Photoshop, DSLR photography, Video Photography, lightroom editing, Adobe After effects & Adobe Premiere |

LANGUAGES

**ENGLISH** – IELTS overall score 8 of possible 9, date taken 7th of May 2021

*Breakdown - Listening 8.5 / 9 | Reading 9 / 9 | Speaking 8 / 9 | Writing 7 / 9*

**RUSSIAN** – Fluent | **HEBREW** – Native

**FRENCH** – Basic (Learning) | **SPANISH** – Basic (Learning)

EDUCATION

**Bachelor of Science (B.Sc.)** –

In Electrical and Electronics Engineering

From “Holon Institute of Technology”, Holon, Israel.

Total academic years studied – 4. From 2010 – 2014. Diploma awarded June 4, 2015.

FULL-STACK DEVELOPER SKILLS

|  |  |
| --- | --- |
| **Front End Development (Client-side)**   * React (modern hooks & classes) + Next.js (SSR) + Redux & Context API for state management. * Vue.js + Vuex + Nuxt.js (SSR) * HTML5 & CSS3 * Modern JavaScript Standards with polyfoils for legacy browsers * JSON, AJAX, REST API * Angular *(learning)* * Various Frontend Libraries (Three.js, Etc.)   **Mobile Development (Apps)**   * React native | **Back End Development (Server-side)**   * NodeJS + Express.JS * PHP * No SQL (Firebase, MongoDB) * SQL (MySQL & MariaDB) * GraphQL * Elastic Search *(learning)* * Big data processing using * Nest.js *(learning)*   And many more… |
| **DevOps (Cloud & Server)**   * Google Cloud & AWS – Cloud functions, GCE, App Engine, Kubernetes, BigQuery, and more. * Firebase (Firestore, cloud functions, etc.) * WHM (Install, Manage) + cPanel * Linux distros, CentOS. (Vim, config, firewall, * Nginx server configuration & management * Apache server configuration & management * Linux Server & DNS management * Some MS Azure cloud experience | **Tools of the trade**   * Git hooks. * Using Jira (Atlassian) and agile work methodology. * Node.js automation using headless chrome and other packages at scale. * Some bash scripting (learning) * Bash scripts *(learning)* |
| **WordPress & other CMS development**   * Custom Theme Development * Custom Plugin Development * Architecture for custom headless CMS * Mastery of ACF, CPT, WPML * Advanced WordPress Multi-site configurations on multiple domains. * WordPress WooCommerce |  |

MILITARY SERVICE

**IDF - Israeli Defense Forces** – Air force (IAF).

Rank: Staff Sargent (Israeli equivalent to “Samal Rishon”)

Duration: 3 years of service (2004 – 2007)

As a highly-skilled technical soldier, I went through rigorous education & training throughout my service, learning and advancing my skills while I was working on the air force’s state of the art Radars, made by Israeli “ELTA” high-tech industries as well as maintaining Israel’s defense airships, made by “T-COM”.

A high level of self-discipline and motivation to learn from complicated technical documentation without guidance was required.

ABOUT ME

I love a good challenge, self-education, spending time with friends and family, photography, travel, and nature. I dream of owning a yacht and until I do I plan on getting my skippers license.

ADDITIONAL WORK EXPERIENCE

**Invest.com**  Herzliya, Israel

**Head of user acquisition**  **2015 – 2017**  
A Forex B2C Startup. Managed $400K/M & a team of 4 (PPC, CRM, Content & Media), In charge of market penetration strategy, all marketing materials. (Landing pages, Tracking, etc.), Growth & Innovation. Hands-on media buying of Native Ads, on RTB’s, direct influencer marketing, DSPs, Direct negotiations with publishers, Etc.

**Netboostmedia** Ramat Gan, Israel

**Marketing Manager, Head of Casino Dpt.** **2013 – 2015**A B2C Casino & Bingo Brands company. Managed 3 Casino brands, in charge of P&L, Retention, CRM, player life-cycle & Financial KPI’s using advanced data analysis & data-driven decisions. Launched 100’s of campaigns in Email, SMS, PUSH (CRM) & on site activities, as well as automated funnels and split testing. Fully managed all branding, marketing, creative, community & social aspects for the casino brands. Proven results - increased Net Cash, Average LTV, Deposits & Activity rates the brands consecutively. Successfully launched 2 new Casino brands, including market competitor research, UI/UX, Promotional & marketing offers, branding, Project management & promotions calendar planning.

**IGMD (Casino Brands)** Ramat Gan, Israel

**Senior Casino Affiliate Manager.**  **2011 – 2013**  
A B2C Casino Brands company. Contact and negotiate deals with 100’s of new & existing affiliates, while maximizing ROI & Exceeding Targets. Attended multiple industry events and conferences.

**GoWildCasino.com**  Ramat Gan, Israel

**Managed a team of Sales & Support agents.** **2010 – 2011**  
Hands-on recruitment & management of offshore sales & support teams, based in Romania.

**SBTech (10bet.com) & GoWildCasino.com**  Rishon Leziyon, Israel

**Managed a team of Sales & Support agents.**  **2008 – 2010**  
Hands-on recruitment & management of offshore sales & support teams, based in Bulgaria.