

ROTEM LANDESMAN

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EXPERIENCE

Salesforce, Tel Aviv, Israel Marketing Associate

2020-2021

- Conceptualized, organized and ran targeted campaigns for the Israel market
- Responsible for: creation and maintenance of ongoing digital campaigns, high impact in-person events for C-level customers and prospect, initialization and management of Israel blog
- Closely worked with emerging marketing team on various marketing initiatives (in-person/virtual)

Google, Tel Aviv, Israel Associate Program Manager, Google Cloud for Startups

2019 - 2020

- Responsible for managing, supporting, and tracking partnerships with startups, accelerators, and VCs through 1:1 bespoke support, community building, communications, technical training, and events.
- Owned end-to-end planning, communication, and execution of events, meetups, and unique programs.
- Researched and processed business aimed data to support and maintain key regional relationships.

Fivver, Tel Aviv, Israel Vertical Coordinator

2019

- Managed product expansion (expansion research, customer interviews, team engagement and management until launch), having reached 100+ customers and growing user base by 30%.

Konfidas, Tel Aviv, Israel Cyber Security Program Manager/ Marketing Lead

2017 - 2018

- Initiated, built, advertised and produced 5+ GDPR training programs for over 100 industry professionals.
- Marketing: solely responsible for website creation and upkeep, managed ongoing social media and content marketing engagement.
- Strategize and execute 3 cyber awareness campaigns and Amdocs. Integrated cyber security awareness system at a major Israeli bank (FIBI).

Media Innovation Lab (Milab), IDC, Israel Scratch Program Manager/HCI Research RA

2017-2018

- Led and managed Scratch Israel team (management of 3 undergraduates)
- Initiated and managed community engagement and events (Head of Scratch Day, involving 120 kids and 20 mentors).
- Ran/designed qualitative and quantitative experiments involving kids and computing.

EDUCATION

University of Washington, Seattle

2021-

- PhD Student in Information Science (focusing on ethical educational technology design for youth)
- Advisor: Katie Davis

Tel Aviv University, Israel

2020-2021

- M.A. in Philosophy, Science and Digital Culture
- Due to graduate summer 2021

Interdisciplinary Center, Herzliya, Israel

2016-2019

- B.A. in Interactive Communications, 4.0/4.0
- Dean's List Scholar

Zell Entrepreneurship Program, IDC, Israel

2018-2019

Military Experience

Officer (Lieutenant) of Instructional Design

2012-2015

- Created and commanded over instructional courses for both officers/soldiers.

SKILLS AND CERTIFICATIONS

Computer: Salesforce, Excel, Photoshop, InDesign, Premiere, Google Suite.

Languages: English (native), Hebrew (native).