

# Shiri Karni

Marketing &  
Product



## Contact

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## About Me

Tech-driven and people-focused graduate with a multidisciplinary background in Computer Science and Psychology. Bringing a unique blend of technical expertise, strategic marketing experience, and a deep understanding of user psychology. Experienced in leading initiatives from concept to execution, I am passionate about building products and campaigns that resonate with users and deliver tangible business results.

## Skills

- End-to-End Project Management
- Cross-functional Team Leadership
- Product Strategy & User Research
- Full-Stack Web Development  
(React/CSS/HTML/Python)
- Wordpress & Elementor
- Data-Driven Digital Marketing

## Education

- **BSc. in MATAR (Computer Science) & B.A. in Psychology**  
*The Hebrew University of Jerusalem* 2023-2026
  - **MATAR Excellence Program:** Honors track for high-achieving CS students.
  - **Academic Portfolio:** Featuring full-stack applications, UX/UI design, and psychological research done during my studies.

## Military Service

- **Analyst Team Leader**  
*Unit 8200* 2017-2020
  - **Led and managed** a team of analysts, fostering a collaborative environment to achieve strategic goals.
  - **Designed and implemented** structured production plans to optimize team workflows and ensure the delivery of actionable insights.
  - **Trained and mentored** new soldiers, equipping them with technical expertise and analytical skills to excel in their roles.
  - **Collaborated closely** with external partners to coordinate and align objectives effectively.

## Experience

- **Marketing Operations Coordinator**  
*ASPER-HUJI Innovate* 2025-2026
  - Managing and developing the center's website, including content updates, landing page creation, utilizing WordPress and Elementor Pro.
  - Responsible for enhancing the center's digital visibility, including implementing SEO strategies and analyzing traffic data in Google Analytics.
  - Creating marketing content and updates for the website in collaboration with the department team and relevant stakeholders at the center.
  - Providing ongoing support for marketing department activities, including digital campaign assistance, report generation, performance analysis, and recommendations for improvement.
- **Customer Service Team Manager**  
*Strauss-Group / Tikshoov* 2021-2023
  - Managed a team of customer service representatives, overseeing daily operations and digital communications.
  - Optimized service workflows
  - Promoted to Team Lead following exceptional performance as a service representative.
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- **Academic Mentor & Student Support**  
*The Hebrew University & Natan* 2024-2026
  - Mentoring first-year students during their first semester
  - Mentoring two students with mental health challenges, providing guidance and academic mediation.