



📍 Rishon Lezion, Israel

📞 (+972) 522-576-280

✉️ galafikmanor@gmail.com

SUMMARY

Results-driven marketing leader with expertise in building strategies, processes, and materials from scratch. I drove results through lead generation. Skilled in transforming technical content into customer-friendly materials and creating marketing strategies.

EDUCATION

January 2019
MSc Innovation and Digital
Zicklin School of Business
New York, USA

January 2019
Master of Business Administration
The College of Management

January 2017
BA Economics and Management
The College of Management

SKILLS

Salesforce, Python, Excel,
Monday.Com, ZoomInfo, HubSpot,
WordPress, GA, and Mailchimp.

LANGUAGES

Hebrew: First Language
English: Proficient, C2 Level

MILITARY SERVICE

Education officer, Battalion 55

Gal Afik Manor

EXPERIENCE

April 2024 – Current

Director of Product Marketing -Bugsec (Cyber Security Company)

- Appointed as the first marketing authority, creating and implementing all marketing strategies, processes, and materials from scratch.
- Translated technical content into customer-friendly materials.
- Developed and executed the Lead Generation plan, integrating Sales operations for business growth.
- Led marketing initiatives for the US product launch, including conferences, digital campaigns, and email marketing.
- Produced all marketing assets, including presentations, social media content, and SEO-optimized blog posts.

March 2023 – April 2024

Director of Marketing -Ready Group (R&D Tech Firm)

- Directed the marketing department, establishing a comprehensive marketing strategy and lead generation plan to drive growth and visibility.
- Managed a team of subcontractors.
- Coordinated multi-channel marketing efforts, optimizing digital tools and analytics to enhance campaign performance.

December 2021 – March 2023

Director of Marketing and BizDev -Soapy (B2B Startup)

- Responsible for product marketing, translated technical materials into accessible content for social media, website, and customers.
- Set marketing strategy, created customer journey maps, defined buyer personas, tracked KPIs, and presented performance reports.
- Led the creation of a new website, including SEO, PPC, and social media campaigns, email marketing using HubSpot and Mailchimp.

May 2022 –Jan 2024

Innovation & Digital Lecturer (The College of Management Academic Studies)

- Responsible for the accelerator program for startups.
International course planning, including creating teaching materials.

January 2019 – December 2021

Head of Digital Marketing and Innovation- Oscar (B2B2C Unicorn)

- Developed creative digital content and unique campaigns to drive brand exposure and improved short and long-term digital strategies.
- Acted as an internal 'accelerator', nurturing and supporting innovation activity with design thinking, and early-stage prototyping & testing.

January 2017 - January 2019

Co-Founder & CEO- MARVIN (B2B Startup)

- Drove product roadmap execution by working closely with the engineering team, UX team, market research, etc.
- Led product management and strategy in the US and Israeli markets.

January 2014 - January 2017

Sales Department Manager- Meitav Dash Investments

- Led a 20-person team, driving department revenue from \$1M to \$4M annually. Expanded the agency's client portfolio by 35%.