Yuval Vered

I'm a customer experience specialist, envisioning slick and intuitive product designs while delivering true value in the most convenient and non-intrusive of ways. All through user centric product development and optimization.

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EXPERIENCE

Blackrock Marketing — *Marketing Product Manager*

Oct 2015 - Oct 2016

- Led the full SDLC of mobile products e.g writing MRDs and PRDs.
- Defined and interpreted KPIs, Analytics & Optimization (A/B) tests as relating to the Product, its Landing Pages and the Brand Website.
- Produced interaction designs i.e User-flows, Wireframes & Prototypes.
- Produced authentic copywriting & video content.
- Defined, executed and optimized brand acquisition content strategy.
- Managed a fully framed cross-functional team.
- Managed remote employees.

Maskyoo — *Analytics Product Manager*

Oct 2014 - Sep 2015

- Led the UX design & front-end development of a SaaS product.
- Led the content & design of the brand website.
- Negotiated VoIP SIP-trunk supplier terms in the EU region.
- Produced sales scripts.
- Managed remote employees.

Misc. Hedge Funds — *Sales B2C*

Apr 2013 - Sep 2014

English Conversion Desk, average (20 x $725) conversions per month.

Maskyoo — *Customer Relations & B2B Sales*

Feb 2011- Aug 2012

- Led & managed all company-client communications.
- Implemented Salesforce CRM.
- Produced marketing content.
- Generated and converted cold leads.

Israeli Defence Forces — *HQ Officer: Project Manager*

Mar 2008 - Sep 2010

- Conducted corporate scale agile project management.
- Worked as part of joint task forces (cross-functional teams)
- Managed & trained staff members.
- Planned & executed training programs.
- Segmented, analysed & interpreted large scale data using Excel.

SKILLS

Lean Product Management.

Business Development.

Agile Project Management.

EDUCATION

OpenU – 2013

Military Officers Course – 2007

MOR Highschool – 2005

LANGUAGES & NATIONALITY

Fluent in English & Hebrew.

Dual-Citizen (U.S. – Israel)

TOOLS & PLATFORMS

Android & Web

Sketch, Balsamiq & InVision

Google Analytics & Mixpanel

VWO & Optimizely

Trello & daPulse

Adobe Premiere & AfterEffects

Wordpress

LucidChart

SalesForce & Dynamic CRM

Excel