Product Manager  
Dana Legziel

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**Product Manager** with B.sc at Industrial Engineering with excellent leadership and interpersonal skills.   
A self-learner, with a **keen eye for details** and artistic background, on top of industry’s latest trends, **passion to learn, excel and contribute**.

**Professional Experience**

**2019 – 2020 –** [**SolarEdge:**](https://www.solaredge.com/) **Product Manager**Part of the IS department and CRM program

* Mapped internal and external **customer’s needs.**
* Responsible for clear and detailed **technical requirements**.
* Defined**,** designed and owned **product solution**, **prioritized requirements** **and versions.**
* Formulated user workflows, created solution **wireframes**, **UX** and **user stories**.
* Served as a **contact point** between clients and technical execution teams while maintaining exceptional **interpersonal relationships** with all stakeholders.
* **Matrix managed** various teams when driving the development and implementation through day-to-day work with all relevant stakeholders.

**2018 – 2019 –** [**Carambola (Startup):**](https://www.carambola.com/) **Product Analyst**

**Reported directly to the CEO**

* Analyzed Product’s performance and translated those into AI’s toward product improvement.
* Collaborated with the Product Manager to gather information and shape go-to-market strategy.
* Built automated dashboards and reports that influenced management decisions.
* Developed new measurement method which changed and **improved Customers Success Managers KPIs.**

**2014 – 2018 – Amdocs:**

**2016 – 2018: Digital Product Marketing Manager**

* Served as the **face of the** **company** when managing **large** **international customers** in the telecom industry (**Vodafone UK, Visa Cal**, **Kyivstar** **and more**).
* Worked closely with **Product** team when communicating the **voice of customer**.
* Built strategic annual road map and was accountable for reaching and **overachieving** **target KPI’s** and **increasing client’s revenue.**
* **Matrix managed** and served as a contact point between **various internal teams**.
* Devised **A/B testing** and analyzed it’s results to resolve implementation and development decisions.

**2014 – 2016: System Analyst**

* Served as a **subject matter** for designing and executing large scale marketing campaigns.
* Worked close with **Product team** when creating demoes and brainstorming results, faults and development of new ideas.
* Was **honored with excellence** upon **building most profitable campaign of all times**.
* Held **accountability** for solution design, assessments and performance analysis.
* Performed trainings for customers and co-worker due to high proficiency.

**Education**

2010-2014: **B.Sc at Industrial Engineering** from [Shenkar College.](http://www.shenkar.ac.il/en) Specialized at **Informational Systems**. Graduated with an Excellent Avg score.   
2020: pmsphere – Professional **Product Management Course.**

2020: Coursera – **User Experience Research and Design course.**

**Volunteer Work**

**2020 – Beit Ha Galgalim:** Leading the project transferring the organization to Salesforce.   
Full architecture and operational management.

**2016 – Exhaustion of rights for** **holocaust survivors**: Providing moral and financial support to holocaust survivors by submitting the relevant forms for their rights claim.

**2014 – ‘Miftan’ high school:** Giving private lessons in English and Math to for kids of difficult backgrounds.

**Military Service**

**Honored with excellence** Educational NCO at IDF's air force bases.

**Languages**

**Hebrew** - Native, **English** – Mother tongue level, **Russian** - Professional working proficiency

**Tools**

Jira, Confluence, Re-dash (BI), QlikView, SQL, Hive, Visio, Excel, Visual rules, Google Slides, Draw.io

**Hobbies**

Painting, Art, Sport’s, Travelling (pre Covid-19).