Guy Shimoni

Product Manager

I'm a self-motivated, creative storyteller who craves a challenge and who is not afraid to work outside his comfort zone with five years of marketing and product management experience, specialising in digital content with a keen interest in social media.

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WORK EXPERIENCE

Product Marketing Manager
Kipkom

12/2016 – Present   *Tel-Aviv, Israel*

Kipkom is all about capturing audience attention through creative thinking and innovative products.

Achievements/Tasks

- Responsible for growing revenues from to 0 to $100K
- Managed a marketing team assembled by - designers/marketers/developers
- Assembled multiple marketing strategies excerising multi-channel methods including - social media, SEO/SEM, Content marketing, online PR, Mobile and video marketing.

Co-Founder & Head of Product
Cheesy LTD

09/2015 – 11/2016   *Raanana, Israel*

Cheesy is an online platform for pizza ordering. I wrote my first software solution for the pizza market as a part of a high-school project. 4 years later I've assembled the right team of pizza enthusiasts to develop a trully valuable product that is missing from online pizza ordering. As CEO I established the company's vision and culture as I believe this is the core for every venture. I managed product development, recruiting, fund-raising and marketing.

Product Marketing Manager
Wolflo - "Easy to Follow"

08/2014 – 09/2015   *Tel-Aviv, Israel*

The future of social media is now upon us. What we have done at Wolflo is created a system which now allows all Fans/Followers to stay connected with social media unlike any way before. Through Wolflo's unique capabilities users are now able to follow all of social media content by streaming all social network sites into one individual feed.

Achievements/Tasks

- Responsible for all marketing efforts leading to MAU growth of 400%
- Assembled product strategy based on knowledge from a series of focus group meeting.
- Responsobile for UI/UX A/B testing.

Contact: *Gal Spiegler*

Product Manager
MobileEdge Software Solutions

01/2014 – 08/2014   *Tel-Aviv, Israel*

MobileEdge is one of the premier Mobile Only development houses in Israel has unique expertise in mobile development with a strong emphasis on Android systems.

Achievements/Tasks

- Led projects from start to finish. Meetings clients' requirements and structing product marketing strategy.

SKILLS

HTML5/CSS(High)   C#(Medium)   Unity3D(Medium)

UI/UX   Augmented Reality   SCRUM   SQL

Data Analysis   Management

Business Development   CRM   Sales

Product Marketing   Social-Media   Growth Strategy

SEO/SEM/ASO   Persuasive Communicator

Problem Solving   Self-learning   Leadership

PERSONAL PROJECTS

Middleastern (05/2015 – Present)

- middleastern.technologies's vision was built with a strong passion for creating the 21th Middle East in the form of Israel through technology.

Unistream (11/2016 – Present)

- A Youth program to install entrepreneurship & leadership values.

Blazepod.com (11/2016 – Present)

- A successful eCommerce shop I managed on my free time.

NCHANT - Personal AR Projects

- Developed a demo AR maze for Amdocs
- Coca-cola AR Game demo
- Several personal game demos

LANGUAGES

English   ● ● ● ● ●

Hebrew   ● ● ● ● ●

INTERESTS

Books   Movies   Volunteering   Escape Rooms

AR/VR/MR   AI   Blockchain   PIZZA   NLP