

# Guy Shimoni

Seeking an interesting and challenging product management position.

## PERSONAL INFORMATION:

\*Date of birth: 13/05/1991 \* Phone: 054-5420065 \* E-mail: mrguyshimoni@gmail.com \*City: Ra'anana

## RELEVANT SKILLS:

Hands on experience with B2B/B2C products life cycle: design, R&D, QA, Support, Marketing.

Experienced in writing PRD / FSD / MRD documents, UI/UX wireframes.

Software development knowledge, including HTML5, CSS, JS, C#.

Industry aware and technically up to speed with current software development tools.

Strong analytical skills, level headed problem solver and a team player with a strong ability to work under pressure.

## PROFESSIONAL EXPERIENCE

### 2017 – Today: Product Marketing Manager at **Kipkom**

- Conducted quantitative analysis on market potential, customer usage data, feature testing.
- Maximize the potential of new & existing users.
- Managed prioritization and set product milestones, establish success metrics and track progress to delivery. Plan product launches and measure business results post-launch.

### 2015 – 2016: Co-Founder & Head of Product at **Cheesy**

- Built product positioning, messaging.
- Managed entire product line life-cycle: design, R&D, QA, Support, Marketing.
- Created relevant marketing content including sales decks, blog posts, feature release communications, case studies, etc.
- Working in AGILE methodology (Asana) for fast and frequent changes in accordance to user's needs.

### 2014-2015 Product Marketing Manager at **Wolflo (InterFrame Software Inc.)**

- Built the voice of the customer factbase by conducting interviews, organizing customer events/ meetups/ advisory board sessions, designing surveys, and creating customer feedback loops
- Coordinated product development efforts with design, research and engineering teams.

## EDUCATION

**2014-2016** IDC - The Interdisciplinary Center, Herzliya- B.A. in Economics.

**2006-2009** Aviv High School, Ra'anana, Israel. Computer Science studies.

## MILITARY SERVICE

Combat medic in the Nahal brigade. Honorary awards for excelling as commander and "Tiny Warfare" Specialist.

## LANGUAGES

Hebrew: Mother tongue.

English: Fluent, bilingual proficiency.

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