

# Guy Shimoni

## Product Manager

Born in 1991, I am 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.



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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 0 to \$100K
- Managed a marketing team assembled by - designers/marketers/developers
- Assembled multiple marketing strategies exercising 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 truly 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.

#### Achievements/Tasks

- Raised funds for a 1y roadmap

### 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 & business strategy based on knowledge from a series of focus group meeting.
- Responsible for UI/UX A/B testing.

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## EDUCATION

### B.A Economics (Incomplete)

The Interdisciplinary Center - Hertzliya

2014 – 2016

#### Courses

- Dropped-out to lead my funded venture.

## SKILLS

Product Marketing

SCRUM

Management

UI/UX

HTML5(High)

C#(Medium)

SQL

Unity3D(Medium)

Data Analysis

Problem Solving

Growth Strategy

CRM

Sales

Augmented Reality

Business Development

Social-Media

SEO/SEM/ASO

Persuasive Communicator

Self-learning

Leadership

## PERSONAL PROJECTS

### Middleeastern (05/2015 – Present)

- middleeastern.technologies's vision was built with a strong passion to bring change to the 21th Middle East by promoting Israel's strong technology culture to neighbored nations.

### Unistream (11/2016 – Present)

- I instructed a group of youth at risk through a program with a clear mission to install entrepreneurship & leadership values.

### Blazepod.com (11/2016 – Present)

- My private eCommerce shop I manage 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