

MARTIN HERSZAGE

✉ martin@herszage.com
☎ +972 58 402-6737
📍 Tel Aviv, Israel
🏠 Buenos Aires, Argentina



Professional Experience

- **Konnecto - Data Analyst (Internship)**

2020 | Israel

- Research and development of behavioral models.
- Tools building in ElasticSearch to streamline the process of insights generation.
- Presentation and recommendations to clients regarding SEA, SEO & UI/UX

- **Unilever - Regional Project Manager (Argentina, Brasil, Chile)**

2018 - 2020 | Argentina

- Project acceleration by 10% while leading internal process digitalization.
- Full ownership of regional category KPIs & data analysis in PowerBI.
- App development: Project segmentation and resource allocation optimization.
- Project meetings coordination with multifunctional team (Marketing, R&D, Supply Chain, Logistics & others).

- **The Safe Water Project - Business Development**

2017 - 2018 | Argentina

- Developed strategic alliances and led pre-sales relationships with governments and private companies.
- Co-designed B2B projects with big-name companies like Coca-Cola & Galicia Bank
- Leader of CRM implementation (Nutshell) & later migration to Salesforce.



Education

- **Industrial Engineering - University of Buenos Aires**

2015-2018 | Argentina

Master's Degree

- **Industrial Engineering - University of Buenos Aires**

2011-2015 | Argentina

Bachelor of Engineering



Other Experiences

- **Entrepreneurship & Innovation Development - Tel Aviv University, Collier School of Management**

2020 | Israel

Certificate

- **Taglit/Birthright - Coordinator**


2016 | Israel


Group leader and coordinator in educational trip with 40 young adults in Israel.


Content planning, activities organization and development.




Languages

Spanish 

English 

Portuguese 

Hebrew 



Skills

Qlikview | MS PowerBI
Adobe Illustrator | Adobe Photoshop
SQL | Python | HTML | ElasticSearch