

Carmit Reuven Heinemann

Product Management & Marketing

なし[תץ מאתר ג'ובנט](#)

SUMMARY:

Master's degree in business administration, extensive experience in marketing, operations, and entrepreneurship. Interesting in integrating into product management positions in the field of mobile applications.

- Presentable, with high expressiveness, multi-tasking, and performing complex tasks; outstanding communication skills, market knowledge, research skills, leadership, motivational ability, and innovativeness. Strong ability to think strategically, learn quickly and independently, and have a heightened sense of service.

EXPERIENCE:

Co-Founders & CEO, Zuzz Me App, TLV (2020 - Present)

Setting goals and objectives for the company and creating an organizational structure to ensure smooth operations.

- Business Development: market trends, identifying competitors, and developing new markets.
- Legal Affairs: intellectual property rights, contracts, and agreements.
- Marketing & Advertising: understanding marketing strategy development and advertising tactics such as PR campaigns.
- Product Management: product development strategy and managing
- Funds raising- finding potential investors for the Zuzz app.

Owner, "MAIEM" – Swimming and Water Polo School Bit Yehoshua & Herut (2013 - Present)

- The Swimming School and Summer Camps operate during the summer season summer pools).
- Business owner - Running all technical operations, From A-Z, also teaching and coaching

Water Polo Coordinator - "Athena" Infrastructure Project (National Project for the Advancement of Women in Sports) and Secretary of the water polo Association (Wingate Institute 2014-2016)

- Responsible for women's water polo field direct contact with the WP associations.
- Directed overall lateral activities like; Tournaments, teen days' advanced training for coaches and initiation of new projects, and organization and management of all games (Home/Away) from A to Z

Director/Managing Bno't Hasharon Women Basketball National Premier League Ra'anana (2010-2012)

- Managing day-to-day operation of the team, and players, building a training schedule, annual budget accounts, team's marketing activities, locating sponsors, advertisers, and fundraising.
- Organization and management of games (Home/Away), TV broadcasts, and all game operations.

Director and head coach of the Women's Water Polo Department, ASA Tel Aviv (TLVU. 2006-2011).

- Management and head coach of the Women's Water Polo Department
- Established five new WWP teams and ran all women teams from young to professional.
- Marketing the women's water polo sport and activities in community centers and schools

EDUCATION & CERTIFICATIONS:

- **MBA MALA, Or-Yehuda Israel** (class of 2008)
- **B.S in Health Promotion and Sciences, St. Francis College Brooklyn NYC, NY** (Class of 2003)
- **Rotberg High School, Ramat Hasharon Israel** (Class of 1994)
- **Product Manager, Experts Academy, Ramat Gan (2023)**

The course contributed to new methods in the scrum field, how to prioritize tasks, manage timelines, agile methodologies and coordinate efforts across teams. I finished the course with distinction

SKILLS:

WIX Web Development, Canva Full Design, Internet Marketing Facebook/Instagram, Google; Googles Analytics and Googles Campaigns, Monday, Gira, Click Up, and Figma

LANGUAGES: English - Excellent | Hebrew - Native | Persian - Basic

ARMY SERVICE: Sport and Krav Maga Instructor, Navy Seals & 8,200 (1994 - 1996),

INTEREST IN:

- I played Water polo on the national team and still playing today in a senior league
- Run and workout in a functional gym
- Volunteers in my village (Givat Aada) community

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