

# Joy Deep

## B2B Marketing Professional



LinkedIn Profile: <https://www.linkedin.com/in/joy-deep/>  
joy.holon@gmail.com | 0535222015 | Rishon LeZion, Israel

[My Portfolio](#)

### Relevant Skills



- B2B Demand Generation and Campaigns
- Paid and Organic Search, Lead Generation, ABM Strategy, SEO
- Automation, CRM, HubSpot Salesforce
- Google Analytics, Google Ads

### Work Experience

#### Marketing Director

LeapXpert

May 2022 to Present



- Achieved a 200% increase in Lead Generation with a strong Organic and Paid content strategy. (Organic Search, SEO, PPC, LinkedIn Lead Gen, Google Ads)
- Increased sales closing by 300% through HubSpot's Email Automation Campaigns and Nurturing Flows.
- Lead Generation through SEO and effective Organic Search. Content Strategy: Blogs 60+, WP (8), eBooks (7), Press Releases (18), Newsletter (16).
- Increased LinkedIn followers from 2000 -13600+ in a year.

#### Head of Marketing

TeleMessage

May 2020 to April 2022

- B2B SaaS Marketing and Demand Generation Strategy. Handled Yearly Budget of \$550K. Both Organic and Paid Search, SEO.
- Email Marketing Campaigns, Lead Generation Email Automation and Workflows. (HubSpot / Salesforce).
- Google Ads PPC Campaigns: Handling Multiple Campaigns, Keyword Bidding, Improved Lead Generation performance by 300%. Remarketing Campaigns.
- Website Management: WordPress and HTML

### Digital Marketing Manager

SQream

May 2019 to May 2020

- PPC Campaigns for search engines (Google Ads). Manage Web Analytics (Google Analytics) and Reporting.
- WordPress and HubSpot Website management, Design Works, Content Creation, Creating Landing Pages & develop an effective SEO/SEM.
- LinkedIn Performance: Total Impressions: 185K, 400% increase in Lead Generation, Total Leads Captured in 7 months: 418, Total Followers: 4785. (2248 New Followers),

### Head of Digital Marketing

Nano Dimension

August 2018 to May 2019

- Creating Content, publishing website pages and content for Brand Promotion. Working with teams from across the Globe (US, EMEA, APAC).
- Full Management of HubSpot and coordination with Salesforce.
- Successful LinkedIn Campaigns by creating automated Lead Gen Forms. (US, EMEA and APAC markets). Increased followers by 300% in 3 months.

### Digital Marketing Manager

Inspired Marketing

Jan 2015 - July 2018

- Full responsibility of B2B SaaS Marketing Technology stack (marketing automation, CRM, social media management, PPC Campaigns, Google Ads).

### Marketing Manager

RSA (USA)

Oct 2010 - Dec 2014

- Manage the Digital Marketing Campaigns: SEO, SEM, PPC, SMM (Facebook, Twitter, Instagram, LinkedIn, YouTube), Videos, Email Automation,

## Education

- MBA (Marketing) from Steinbeis Hochschule University, Berlin
- BE Electronics, Kiev Polytechnical University, Kiev