

**Alexei Kiperman**

Curriculum Vitae

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SUMMARY A multilingual Honors MBA graduate (BGU) with excellent analytical & problem-solving skills.
 A Marketing Automation Expert (EMAIL, SMS, PUSH), B2C & B2B, SaaS.
 An experienced analyst with a profound understanding of fin. markets & statistical analysis.
SUMMARY A Linguist (a degree in English language & literature) with great creative copywriting & editing skills.
 MS EXCEL expert. SQL & HTML/CSS savvy. A quick learner, an autodidact, and a multitasker.

PROFESSIONAL EXPERIENCE

2022 – Present. Cyber Marketing Automation Manager, ALLOT Ltd., Network Intelligence & Security Solutions.

- Running successful marketing programs, email campaigns, automation flows (Marketo) and Webinars.
- Lead management and data processing in SalesForce. A/B testing, complex data analysis (MS Excel).
- MobaXterm ETL execution and database management via MySQL Workbench. Python log monitoring.
- Writing, editing, and running SQL queries. Managing PowerBI datasets, reports, and dashboards.

2021 Jan – 2022 Jun. E-commerce Automation Manager, HOT Mobile, Telecommunications.

- Email & SMS campaigns. Customer journeys' & automation management. Presentations & reports.
- Analytics & Optimization. Tagging & tracking. E-commerce website management & SEO.

2019 – 2020. Email & Marketing Automation Manager, CM Trading. Financial Trading Online.

- Managed Email & SMS marketing. Closed deals with marketing automation service providers.
- Managed transition from one automation system (HubSpot) to the other one (MixPanel). Testing & QA.
- Complex decision trees and workflows. Data processing and reporting (Excel/SQL). List hygiene.
- Statistics: correlations, significance levels, hypothesis testing, p-values. A/B testing, Control Groups.

Achievements: built Marketing Automation from ground up & managed all associated projects.**2018 Jan – 2019 May. Marketing Automation Specialist, GO Internet Marketing (Adler Chomski Group).**

- Managed Email & SMS campaigns via MAPs (Oracle Eloqua, Marketo, IBM Silverpop / Watson).
- Built forms, landing pages, segments, customer journeys, email templates, managed content (EN), etc.
- Complex analysis & data processing (MS Excel); Reports & Matrices. Managing databases & queries.

Achievements: Contributed to winning a tender (pilot) for a big client, bringing significant profit.**2015 – 2017. Internal Marketing Automation Manager, Rain City Market. Fintech Marketing Solutions.**

- EMAIL, Push N. & SMS marketing. SEO & Content Management (EN). Emails' creating (HTML/CSS)
- Built intricate formulas & matrices (Excel) for data processing & analysis. A/B tests, Control Groups.
- Statistics & analysis. Managed an array of systems: Get Response, MailChimp, MixPanel, etc.

Achievements: Built internal marketing from scratch & managed all projects associated with it.**2009 – 2014. Risk Manager (Financial Analyst), SpotOption. Online Trading Platforms Provider.**

- Fin. markets analysis (technical & fundamental). Wrote daily & weekly market reviews (EN).
- Built probability matrices & complicated reports. Analyzed large-scale databases (MS Excel).
- Analyzed customers' behavior & trading portfolios to successfully identify trends & patterns.

EDUCATION

2007-2008 – Honors MBA: a joint program of Ben-Gurion University and Columbia University.**2000-2005 – Philology, English Language & Literature, Tambov State University, Russia. (S. Cum Laude)**

SKILLS AND AREAS OF EXPERTISE

Experienced with an array of various systems and software: Automation, Email, SMS, BI, CRM, CMS, etc.*

LANGUAGES

Russian: native / English: mother tongue level / Hebrew: fluent

MILITARY SERVICE

2006-2007 – Sinai Division (#252), Tank Units, IDF, Israel

*For more details you are welcome to check my LinkedIn profile <https://www.linkedin.com/in/alexei-k-46795512>