

Summary

Passionate about user research, marketing and understanding user behavior through customer insights and market intelligence in order to drive customer engagement. Experience performing both qualitative and quantitative research and presenting insights which allows companies to make better decisions. Expertise in data visualization, analytics, and relationship-building. Able to multitask and juggle multiple projects at once.

Work Experience

2016 – July 2023 **Music Therapist, MINISTRY OF EDUCATION** Israel

- Provided music therapy sessions for children with various developmental and emotional challenges through a range of instruments and techniques to improve social, emotional, and cognitive skills

2015 **Made Aliyah**

2012 – 2014 **UX Research and Product Marketing Manager, TABLEAU SOFTWARE** Seattle, USA

- Created and maintained user-friendly platform within Tableau's website and existing product, implementing user data, to have channel of users which was searchable and engageable for the community members
- Developed, drove and grew new community program to keep existing users and engage and bring in new ones through customer insights and market intelligence research, driving increased engagement and collaboration
- Sent out email campaigns in order to perform audience research on new and existing customers
- Oversaw all user groups, including creating new groups and reviving existing but inactive groups, researching the local community to find active or new users, managing email campaigns to register new participants and post follow-up and support with the group leaders; started with 10 user groups that grew to over 100 globally
- Leveraged Tableau analytics tool to analyze user group data and forecasts, enabling data-driven decision-making and targeted marketing strategies
- Collaborated closely with Sales, Technical Support and Product departments
- Managed Salesforce to see customer interaction and view campaign data for analysis and strategic planning

Summer 2011 **Marketing Research Intern, ALLIED INTEGRATED MARKETING** Seattle, USA

- Implemented diverse and impactful marketing campaigns, resulting in heightened customer awareness and increased sales
- Developed and executed highly effective promotional plans for movie studios, skillfully managing film screening participants, and conducting venue research and meetings for cohesive promotion planning

2010 – 2011 **Research Assistant, New Product Development Dept, KU SCHOOL OF BUSINESS** Kansas, USA

- Conducted in-depth research on advertisements and analyzed readability scores for multiple marketing professors, contributing valuable insights to enhance course materials and instructional strategies

Technical Skills

Tableau, Salesforce.com, Eloqua, Adobe Photoshop CS4, Adobe Dreamweaver CS4, Microsoft Office, SAS, Swiftpage

Education

2020 – 2021 **Certificate of Hydrotherapy, BEIT IZZIE SHAPIRO** Ra'anana

2016 – 2018 **MA Music Therapy (honors), LEVINSKY COLLEGE** Tel Aviv

2006 – 2011 **BA Marketing, UNIVERSITY OF KANSAS (study abroad in Italy 1 semester)** Kansas, USA

Personal Details

- Languages: English – native, Hebrew – fluent, Israeli sign language – proficient
- Played saxophone for 23 years in small ensembles and orchestras
- 2014 – present, **Social and Community Manager for Tel Aviv University Wind Band** (organize social events and maximize ticket sales for a group of 60 players by maintaining and optimizing social media platforms on Facebook, Instagram, and website)