

Rome Vior

Rosh Ha'Ayin, Central, Israel

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Summary

As a highly analytical and performance data-driven

Professional. I have gained significant solid experience of 7 years in managing social media platforms, website platforms, and various marketing software. PPC, SEO, SEM, and data-driven Marketing, Business development will add quality to multiple businesses.

I specialize in marketing from medium-size organizations to large organizations such as Hi-tech startups, including unicorns.

Experience

Co-Founder & Chief Marketing officer

Remake54

Dec 2021 - Present (9 months +)

- Managed and monitored marketing budgets within an ROI-driven marketing strategy and ran data-driven experiments to optimize the activities.
- Lead, define, plan, manage and execute online B2B & B2C customer acquisition strategies on campaigns to generate business growth and brand management.
- Lead and manage internal & external marketing resources and proactively optimize results through content and activities across multiple channels.
- Oversee the lead generation funnel, including optimizing creatives, texts, website, et cetera.
- Develop product positioning, value proposition, messaging, competitive differentiation, and go-to-market strategies.

Digital Marketing Specialist

Mio Stars

Jan 2019 - Jan 2022 (3 years 1 month)

- Provide effective leadership as a solo boss with a 3 people team marketing professionals.
- Plan and execute marketing strategy & budgets, SEO, content & web marketing, social media, display, re-marketing, advertising campaigns, Lead generation strategy and site traffic.
- Ensured the delivery of optimal buying and buying browsing experience to all site visitors and customers.
- Optimized leads and client's campaigns performance by determining and securing planned opportunities.
- Improved underperforming business areas by conducting detailed analysis and executing new initiatives.

PPC Marketing Manager

Y.L fitness & clinic

Dec 2018 - Dec 2019 (1 year 1 month)

- Managed digital marketing activities, online presence, campaigns and budgets with a focus on exceeding set goals.
- Addressed and resolved complex issues to attain maximum Customer & leads satisfaction and retention.
- Led the development of new horizons for business growth.



Junior PPC Marketing

Y.L. fitness & clinic

Jan 2018 - Nov 2018 (11 months)



Junior social media & PPC

Non-Profit Organization

Jan 2017 - Dec 2017 (1 year)

Education



Jolt.io

Business Administration, Business, Management, Marketing, and Related Support Services

Aug 2020 - Aug 2022

- * Branding * PPC & SEO* Public Speaking *Consumer Research: Polls & Focus Groups
- *Strategic Business Decisions *Business Model Canvas & Key Segments of business *Startups Fundraising *Marketing Messages *Project Management *Conflict Management *Email Marketing
- *Salesmanship & Overcoming Competitors *Elevation of brands *Marketing Research & identify unique business advantages *Marketing channels & Traction *Content Marketing *Behavioural Economics
- *Buyer Personas *Pricing Strategy in business *Paid Ads: Google Ads methods *Google Analytics
- *Customer Experience *Storytelling Techniques for Business *A/B Testing *Purchase Objections *
- *Closing the Deal *B2B Sales & Generating leads
- *Sales Techniques *Economics for startups *Effective Alternatives for Traditional Marketing *Lean startup: How to build & launch a new product *Product: Conducting Meaningful User Interviews.
- *Design Thinking *BizDev Partnership *SWOT *UX design *Linkedin ads *Elementor



המכללה לניו-מדיה

Diploma of Education, Commercial and Advertising Art

2018 - 2018

Licenses & Certifications



Data Driven Marketing Fundamentals - Jolt.io



Digital Marketing essentials - Jolt.io

 **Google Ads Display Certification** - Google

Issued Jun 2022 - Expires Jun 2023

 **Shopping ads Certification** - Google

Issued Jul 2022 - Expires Jul 2023

 **Google Ads Video Certification** - Google

Issued Jul 2022 - Expires Jul 2023

Skills

Search Engine Optimization (SEO) • Pay Per Click (PPC) • Project Management • Marketing Strategy • Social Media Marketing • Strategic Planning • Budgeting • Business Strategy • Business Analysis • Business Analytics