

BARON AHARON

Senior SEM and Marketing Manager with 13 Years Experience

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EXPERIENCE

Google Marketing Manager

M&B Consulting KG

2021 - Ongoing Tel Aviv

- Managed high budget PPC Campaigns

- Implemented marketing processes, CRM and Sales tools
- Managed entire lead lifecycle and optimisation
- Created the Google Campaigns from scratch, held one on one sessions to review pipeline, improved by listening to calls to identify weak points in the company lead pipeline
- Worked with sales executives to improve workflow lead quality and revenue optimisation
- Closed new operations AIPAC and EMEA

Head of PPC

Media Crush

2017 - 2021 Tel Aviv

- Worked directly under VP of Marketing
- Joined the company in its infancy and built entire PPC strategy from the ground up.
- Generated on average 400-600% ROI per month
- Created, analysed and optimised google marketing strategy from inception.
- Increased annual and monthly sales figures by X3-4.
- 85% of all company revenue was generated through the google account which I created and managed.
- Submitted monthly reports on ROI, CTR and Conversion Rate

Director Of Google PPC

Trade24

04/2014 - 04/2016 Tel Aviv

- First person to build Google PPC campaigns
- Continually, consistently met marketing targets with growth per quarter
- Brought hundreds of trading clients in one year- B2C
- Drove the Average ROI Up by 400% and consistently increased the companies bottom line revenue
- Significantly reduced Sales Cycle
- Introduced Sales Funnels and Conversion Funnels and Conversion Rate- **Lead to Client**
- Communicated important sales and marketing metrics to VP Marketing

Google PPC Manager

HFX Global

2011 - 04/2014 Tel Aviv

- Constantly optimised campaigns using various methods such as finding optimal performing creative. Monitor all campaigns for optimal conversion rate, lead cost, player cost and ROI. Seek new profitable media
- Developed a highly customised Google Marketing Campaigns designed to measure SDR/Inside Sales KPIs and gain visibility into weaker areas of the pipe which need attention
- Analyse & build revenue reports including; ROI, conversion, CPL reports CTR
- Created the teams tasks, held one on one sessions to review pipeline, improved by listening to calls to remain involved in the entire lead lifecycle
- Met with Sales on a regular basis to identify weak areas in the lead quality

ARMY AND EDUCATION

Government, Diplomacy Strategy

IDC Herzlia

Golani Infantry Unit.

Completed Full Army Service

MARKETING EXPANSION

Consistent ROI of Between 4-700%

12/2015 - Ongoing Tel Aviv

- Created analysed and optimised successful Google Ads campaigns
- Increased the Company Revenue significantly
- Continually A/B Testing new strategies

Consistently built PPC Marketing Campaigns and Strategy from Scratch

Tel Aviv

- Built entire PPC processes and revenue optimisation from scratch
- Consistently generated outstanding revenue of no less than 400%

STRENGTHS

Generating and Managing Conversion Funnels

Generated Highly Qualified SQL's and MQL's which resulted in extremely high revenue per client.

Highly Persistent

Introduced and Closed new Google SEM Markets in a highly competitive cultural market, taking accountability, money spent and profit earned.

ACHIEVEMENTS

700% Revenue Generation in Multiple Competitive Markets

SKILLS

Excel and Google Analytics

Salesforce.com and Hubspot

ACHIEVEMENTS

Generated Millions of deals worth Millions of Dollars a year in future revenue