

# SARAH WEXLER

## CRM Manager

 054-4811794

 si\_sarah@hotmail.com



[My LinkedIn](#)



Multi-lingual

### SUMMARY

---

Driven by customer satisfaction with 10+ years of experience in B2B/B2C marketing. My core expertise is increasing customer's engagement by creating & optimizing targeted campaigns, growing brand awareness and increasing lead conversion. Always interested in expanding my marketing expertise, I am currently completing a degree at Jolt in Digital Marketing. I'm a strategic thinker that values dedication, persistence and team-spirit.

### EXPERIENCE

---

#### Global CRM Manager - Gett

2021 - 2023

- Implemented the CRM marketing strategy on all line of businesses (B2B/B2C/Supply) for Israel and UK markets, resulting in a **15% increase in active users' conversion and a 5% decrease Churn rate**;
- Defined & **optimized over 300 automated targeted campaigns** in a multi-channels approach throughout the entire lifecycle journey of specific segments;
- Introduced 2 new channels of communication in our CRM strategy which brought a **20% increase in impressions and raised conversion rate of active users by 15%** while **increasing new features adoption by 5%**;
- Collaborated with C-levels and local teams to launch the **Self-Serve onboarding project for SMB's resulting in a 15% increase in conversion**;
- Tracked, measured and adjusted business & marketing metrics to meet company's OKR

#### B2B & B2C CRM Manager – Infinity & Co

2017 - 2019

- Developed the CRM strategy for 2 white labels and launched over 100 targeted campaigns;
- Collaborated with the product and graphic team to build all aspects of new white labels from inception to launch: Brand Name, Brand Identity, Targeted Segments & Campaigns, Strategy & KPI's;
- Introduced SMS channel which brought a **30% increase in deposits**;
- Created and optimized over **200 cross-channels B2B & B2C campaigns resulting in a 25% increase in retention and a 15% reduction in churn rate**;
- Met strict campaign's KPIs and performed following-up ROI analysis

## Sales Representative French Market – I.D.I Ventures

2015 - 2017

- Analyzed market potential and contacted **100+ prospective customers per shift that resulted in a 20% deposit rate;**
- Developed strong sales strategy and reached repetitively the **top 5%** of sales representatives;
- Learnt how to identify lead opportunities and convert them into profitable sale

## B2C CRM Specialist - Xwise

2008 - 2015

- Started as a translator from English to French and after 6 months joined the internal marketing team;
- Implemented over 500 multi-channels comms for targeted segments;
- Created and launched innovative promotional concepts which were implemented throughout the company and brought a **15% reactivation;**
- Managed the entire promotional cycle of internal and external clients (Serbian market)
- Developed strong organizational, time management and interpersonal skills;
- Onboarded and trained all new team members

## SKILLS

---

**Marketing Strategy**

**SEO**

**Leadership**

**Customer – Focus**

**PPC**

**Flexibility**

**A/B Testing**

**Targeted Campaigns**

**Collaboration**

**Data Driven**

**Active Listener**

**Creativity**

## EDUCATION

---

### Digital Marketing | Jolt | 2023

- Program to master the top digital marketing skills: PPC, SEO, Social Media

### BA Business Marketing | IDC – Interdisciplinary Center | 2005 – 2008

- Graduated with Honor with GPA above 90
- Placed 2<sup>nd</sup> in Israel in the L'Oreal Brandstorm Marketing Challenge