

# Samuel Kassabi

Sales | Marketing | Business

Development | Account Manager |  
Customer Success Manager

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## PROFILE

Rich background in the global market and extensive experience in the digital marketing and Adtech industry. An expert in learning trends and data analysis to produce insights regarding both the customer and the product, advancing sales processes, customer success and business development, providing new value to customers. Exhibits unconventional and creative thinking in cultivating relationships with clients, focusing on interpersonal connections as well as professional ties. Well-experienced in analyzing the needs of customers and accordingly optimizing products providing unprecedented value. Passionate to drive innovative processes, develop new opportunities and to close deals.

## EDUCATION

### B.A in Cinema and Soundtrack

Design | Sapir College

### Professional course of study in 3D modeling and animation | HackerU College

## Languages

Hebrew: Mother tongue

English: Fluent

## EXPERIENCE

### eCommerce Campaign Manager | 2021–2023

- Identify trends and opportunities for development, analyzing the market and incorporating new products that have led to the expansion of business activities and increased profitability.
- Conduct analyses on sales processes to consistently optimize campaigns.

### Senior Account Manager | Mars Media Group | 2019–2020

- Focal point for relationship strategies, account and sales plans, proposal strategies, lead negotiations and close deals, etc.
- Analyzed market trends and competition to stay ahead of the game.
- Worked with existing accounts, identifying opportunities for development.
- Operated the company's biggest clients in the field of both supply and demand.
- Utilization of advanced tools to perform data analysis, thereby generating insights about the market and trends and setting optimal goals.
- Collaboration with marketing, R&D and media teams to develop go-to-market strategies.
- Consistent optimization of campaigns, sales and marketing processes.

### Senior Media Buyer | Intango Ltd. – Digital Marketing | 2014–2018

- Leveraged creative thinking to recruit new clients and increase profits.
- Identified and pursued new business opportunities to increase revenue.
- Conducted market research to identify trends, customer needs, and competitor activity.
- Led contractual negotiations and sales agreements with customers.
- Seeking and matching supply and demand inventories to maximize ROI while keeping clients satisfied.
- Optimizing campaign performance by analyzing profit reports, traffic quality, Geo's, banner placements Etc.
- Working with CPA, CPC, CPL, CPM, CPI and Revenue share models.

### Sales and Growth Manager | Babylon Ltd | 2010–2014

- Managed global customer accounts (B2B) and spearheaded sales processes in conjunction with new and existing leads and customers.
- Served as an architect of technical solutions to customer's requirements.
- Developed sales strategies in response to market behavior, changes in companies and competitors.
- Initiated activities that increased the company's profitability by approximately 60%.
- Responsible for the preparation of sales proposals and leading the response to tenders (RFI, RFP, etc.).
- Monitored and reported on sales metrics and KPIs to senior management.

### Maintenance system operator for Helicopters | Israeli Airforce | Military Service