

# HADAR MOZES DAHAN

The best way to predict the future is to create it

## PROFILE

Experienced Marketing Project Manager with a demonstrated history of working in the information technology and services industry. Strong research capabilities, professional skilled in Software as a Service (SaaS), Marketing Strategy, and execution focused on business growth. Completed the Business School's Excellence MBA program, "Alpha". Honors Program-Fast track Program For Outstanding Students, The Hebrew University. Majors: Big Data & Marketing

## CONTACT

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## EDUCATION

### MBA- Big Data & Marketing

#### The Hebrew University

2021-2022

#### "Alpha" Honors Program

Grade: 90.22

#### BA Business Management & Asian Studies

#### The Hebrew University

2017-2020

Designated Program, Business for Asia

## SKILLS

- Detail-oriented, an innovative thinker
- Identifying impactful insights
- A real team player, a people person
- Execution
- Business Strategy

## LANGUAGES

- English: Full professional proficiency
- Hebrew: Native proficiency
- Spanish: Conversant
- Chinese: Basic

## WORK EXPERIENCE

### Marketing Project Manager at IBM

2021-2023

- Reporting directly to the IBM Israel CMO.
- Manage and create engaging content for the communications channels (social media including FB and LinkedIn, emails, events, workshops, etc). Build Marketing Strategy assets (**presentations for the CEO**, datasheets, etc).
- Conduct market research to understand customer needs and preferences.
- Developing, and promoting a product to a target market.
- Developing a go-to-market strategy.
- Researching the market to learn the competitive environment and creating marketing materials that communicate product features
- Running global B2B campaigns at scale. Supporting campaigns across various channels including email, web, and social media

### Assistant Lecturer, Business Strategy MBA Course, The School of Business Management, The Hebrew University

2020-2022

- Strategic consulting simulations and professional presentations. Providing tools to analyze strategic situations and determine an organization's competitive advantage.
- Guiding strategic consulting simulations for innovative companies.
- Identify the pains/ challenges of target segments, and articulate the value propositions for each segment.

### Assistant Lecturer, Operations Management MBA Course, The School of Business Management, The Hebrew University

2020-2021

- Operations strategy, Supply chain management, and more.
- Ranked first place on the departmental teaching quality survey.

### Research Assistant, Innovation & Creativity Lab, The School of Business Management, The Hebrew University

2019-2020

- Designing research methods, data encoding and statistical analysis.

### Data Analyst at the Prime Minister's Office

- National service. Included security clearance.