

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.