

***With over 8 years of expertise, in marketing and business development, specializing in early-stage product launches, user acquisition and growth operations.***

## Professional experience

### Marketing Manager 2023 – Present

#### Leverate

**Achieved 20% open rate and 7% click rate growth via HubSpot marketing automation.**

- Managing B2B growth operations, with targeted lead generation campaigns (Google, LinkedIn and Facebook), Account-Based Marketing (ABM) initiatives and SEO strategies.
- Driving business expansion through new opportunities, strategic partnerships, and overseeing digital content, website, PR, and social media, leading to a 7% increase in site traffic.
- Analyzing market dynamics, including our competitors, utilizing data-driven insights to shape strategic business planning, in collaboration with other teams.
- End-to-end planning, production, and management of conferences and events in the forex and fintech B2B industry.



### CMO 2022 – 2023

#### Oobit - Crypto Payments

**Revamped marketing, dedicating 80% of the budget to influencers, resulting in an impressive 150% ROI on the company's digital coin within the first week of listing.**

- Responsible for all aspects of marketing and advertising reporting directly to the CEO. Media planning and budget management, quarterly forecasts and business growth operations.
- Influencer and KOL management. Identification of relevant influencers, oversaw content creation, ensured engagement, analyzed performance, and nurtured long-term relationships with our clients.
- Content and creative management. Managed day-to-day social profiles - IG, FB, X, TT, YT.



### Head of Marketing 2020 – 2022

#### Playnance LTD

**Built a TikTok community that led to over 100K app downloads.**

- Managed the strategy and execution of acquisition campaigns and inbound operations while driving substantial growth in TikTok followers and app downloads (+100K).
- Quarterly forecasting, social media strategy, marketing automation implementation for targeted player segments, to maintain a constant increase in ARPU (+10%) and DAU (+6.7%) – outperforming targets.
- ASO management. Maintained a consistent growth in user engagement and organic acquisition, +4 rating on Google play and +4.5 rating on the App store.



### Online Marketing Director 2015 – 2019

#### IDC Global Services LTD (Anyoption Holdings)

**Consistently achieved a 5-10% monthly increase in ROI through trend forecasting and data analysis.**

- Led PPC and social teams, directed digital marketing efforts, reported to the CEO, and consistently achieved a 5-10% monthly ROI increase through trend forecasting and data analysis.
- Built a successful in-house social media team, driving exceptional ROI and LTV, prompting the internalization of all social media operations.
- Optimized budgets for maximum ROI, conducted market research, and explored partnerships with vendors to expand reach and reduce acquisition costs.



## Education

**BA in Communications and Management 2011 – 2015** | College of Management, Rishon Lezion, Israel.