

PERSONAL SUMMARY

7+ years of experience as a B2B Sales Manager with exceptional interpersonal skills and a proven track record of building deep business relationships with prospects. Skilled in managing the full sales cycle, from lead nurturing to win, including conducting demos, negotiations, preparing proposals, and addressing objections. A results-driven professional with a strong business acumen, seeking a new opportunity to contribute to a dynamic organization.

EXPERIENCE**2022-today: Business Development, Mantra (by Selina)**

- Develop and execute B2B marketing and sales strategies to drive revenue growth.
- Plan and execute B2B events focused on employee experience, engagement, and well-being, resulting in increased client satisfaction and retention.
- Collaborate with cross-functional teams, including marketing and operations, to align strategies and ensure seamless execution.
- Build and maintain strong relationships with key stakeholders, including clients, partners, and industry influencers.
- Conduct market research and competitive analysis to identify trends, opportunities, and potential areas for business growth.
- Leverage data analytics and CRM systems to track sales performance, measure the effectiveness of strategies, and optimize future efforts.

2017-2022: Senior Sales & Strategic Account Manager, BUYME (B2B)

- Managed a full sales cycle, consistently meeting and exceeding KPI goals, resulting in a 25% increase in revenue year over year.
- Developed and executed strategic account plans for key clients, fostering long-term relationships and generating repeat business.
- Collaborated closely with HR systems of diverse companies and organizations, understanding their unique needs and aligning solutions to meet those requirements.
- Conducted product demonstrations, negotiations, and proposal presentations, effectively addressing objections and closing deals.
- Led a sales team of 8 representatives, providing coaching, training, and performance evaluations to drive individual and team success.

2015-2017: Co-Founder & CRO, ShinSheva (MAKERS co-working space in TLV)

- Launched a start-up company focused on MAKERS and digital workshops, establishing a strong brand presence within the target market.
 - Developed and executed comprehensive marketing strategies, including digital marketing campaigns, social media engagement, and content creation, resulting in a 40% increase in brand awareness.
 - Established a co-working space with a digital workshop, attracting creative professionals and fostering a collaborative community.
 - Managed the full project lifecycle, from concept development to execution, ensuring timely delivery and customer satisfaction.
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EDUCATION, VOLUNTEERING & MILITARY SERVICE

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- **2014-2017:** Bachelor of Arts - BA, Mass Communication/Media Studies, Sapir College
 - **2014-2016:** Parah mentoring volunteer
 - **2007-2010:** Combat fighter Bomb Disposal Unit "Yahalom" (active reserve)
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MISCELLANEOUS

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- Computer skills: Google Workspace, MS Office, Hubspot, Vcita
 - Languages: Hebrew, English (fluent)