

Dean Mor

DeanMor64@gmail.com | 050-982-8262 | Israel

SUMMARY

Highly motivated ROI-driven professional with expertise in all aspects of successful marketing, advertising, management, and business growth. Excels in campaign management across all major social media channels including Facebook, Google, Etsy, Pinterest, Instagram, Youtube, LinkedIn, and TikTok. Strong expertise in developing marketing strategies with the goal of maximizing profits. Managed over \$20M in ad spend.

EXPERIENCE

Castro Hoodies Group (...Kiko, Urbanica, Yves Rocher, Carolina, TopTen) **January 2023 - May 2023**

Senior Marketing Manager (5-Month Contract)

Rosh Haayin, Israel

- ❖ Within 5 months of leading the brand, Yves Rocher has surpassed 1M in revenue for the first time
- ❖ Demonstrated success in developing and implementing marketing strategies that increased revenue
- ❖ Implemented A/B testing campaigns that had a significant impact on profitability and growth
- ❖ Conducted research to identify customer goals, needs, and behaviors
- ❖ Created strong, testable hypotheses based on research insights, leading to meaningful experiments
- ❖ Utilized statistical analysis, gaining deep insights into customer behavior
- ❖ Collaborated with cross-functional teams to align growth initiatives with overall business objectives
- ❖ Promoted a culture of experimentation by presenting findings, sharing successes and failures

Drinkubator

February 2022 - January 2023

Head of Meta Marketing

Basehor, Kansas

- ❖ Actively managed sizable ad budgets for paid digital customer acquisition channels
- ❖ Identified and drove new game-changing digital marketing strategies to further increase client success
- ❖ Increased customer acquisition, retention, and top-line growth while being value and mission-driven
- ❖ Led the meta marketing team, responsible for driving organic and paid search performance
- ❖ Developed and executed CRO strategies to improve website conversions
- ❖ Conducted data analysis using platforms such as Google Analytics to identify optimization opportunities.
- ❖ Led AB testing initiatives to improve marketing and website (conversion rate) performance
- ❖ Collaborated with internal and external partners to ensure alignment and implementation of strategies
- ❖ Implemented landing page optimizations using HTML to enhance user engagement and conversions

AZ Marketing

June 2019 – January 2022

Head of Marketing & eCommerce (promoted)

Coconut Creek, Florida

- ❖ Managed a 5 million dollars (USD) monthly ad budget across all marketing channels
- ❖ Developed high-converting websites, substantially dropping the cost per acquisition by up to 600%
- ❖ Made impactful decisions based on analyzed data, saving the company on advertising costs
- ❖ Managed marketing and eCommerce operations, overseeing a team of professionals and driving growth
- ❖ Developed and implemented CRO strategies to improve website conversions and user experience
- ❖ Utilized data analytics to identify customer insights and optimize marketing campaigns across all channels
- ❖ Led AB testing initiatives to refine messaging, design, and user flows, resulting in increased growth
- ❖ Collaborated with clients to understand their goals and align marketing strategies with their objectives
- ❖ Prepared comprehensive reports and presented findings to senior management and clients

AZ Marketing

June 2016 – June 2019

Marketing Specialist -> Senior Marketing & eCommerce Manager (promoted)

Coconut Creek, Florida

- ❖ Created, monitored, and optimized social campaigns
- ❖ A/B tested marketing platforms, audiences, creatives, placements, and ad copies
- ❖ Executed digital marketing campaigns to drive customer acquisition and increase online sales
- ❖ Managed eCommerce platforms, including website optimization and conversion tracking
- ❖ Conducted market research and competitor analysis to identify growth opportunities
- ❖ Developed and implemented SEO and SEM strategies to improve website visibility
- ❖ Monitored key performance metrics and used data insights to optimize increase ROI

PROFESSIONAL TRAINING

Google AdWords Certification | *Google*

Google Analytics Certification | *Google*

Facebook Blueprint Certification | *Facebook*

Master Certificate in Business Management | *Master Class Management*

Master Certificate in Marketing Management | *Master Class Management*

10+ Marketing, Business, Branding, and eCommerce books | *Improving on a daily basis, it is my passion*

Military Service | *Served in the Israeli Air Force for 18 months between 2015 and 2016*

VOLUNTEERING

Over the past 7 years, it has been a passion of mine to aid for-profit and nonprofit business owners struggling with eCommerce, digital marketing, CRO, and business strategy. I have provided hands-on assistance and in-depth analysis to over 100 eCommerce businesses worldwide, free of charge.