

Katya Nudnov

PROFESSIONAL EXPERIENCE

GLOBAL DIGITAL MARKETING MANAGER

2023 – today

ELMO MOTION CONTROL

- Led the global digital presence and brand narrative, ensuring a unified visual and verbal identity across social media, newsletters, and industry-leading publications by translating complex technical priorities into high-quality digital assets implementing AI tools to streamline content production within lean and cost effective operation, tripled LinkedIn followers of the brand.
- Directed multi-channel paid advertising for all subsidiaries, managing localized agencies and international teams with a data-driven focus on budget optimization and platform-specific content strategy (inc. Naver, Baidu, WeChat, Taboola), increased SQLs from digital channels by 286%.
- Fully hands on managed large-scale budgets for international trade shows, including end-to-end booth planning, execution and logistics, lectures, press releases, seminars and webinars, ensuring seamless execution and high-impact brand visibility.

HEAD OF PRODUCT MARKETING AND ACQUISITION, EUROPE 2022 – 2023

CGL MARKETING AND SERVICES

- Taking full ownership of customer acquisition channels and revenue sources, encompassing organic and paid media, social media, referrals, and affiliate marketing.
- Spearheading the development and management of all marketing materials and sales tools, with a focus on creating and continuously optimizing conversion funnels. Achieved a significant improvement in conversion rate within a budget reduction of 30%.
- Strategizing and executing plans for launching new products, aiming to enhance customer retention and foster long-term relationships. The primary objective is to maximize clients' lifetime value, ROI, and accelerate the payback period.

MARKETING PRODUCT MANAGER, EUROPE

2021 – 2022

CGL MARKETING AND SERVICES

- Taking charge of the entire product management cycle for a portfolio of SaaS products in the Stock Market field (B2C) across group brands. Among other things: crafting compelling messaging, communicating the product's unique qualities, and translating them into tangible user benefits.
- Leading product launches and releases, responsible for developing and executing end-to-end go-to-market strategies within highly competitive markets, covering every stage from conceptualization to market penetration.
- Conducting ongoing market monitoring by competitors' analysis, customer surveys, and exploring alternative solutions for the brand's existing and potential customers.

MARCOM AND MARKETING PRODUCT MANAGER

2019 – 2021

ST ENGINEERING TELEMATICS WIRELESS

- Building an MRD for the company's leading SaaS product, analyzing competitors' solutions, generating product branding and design, working with R&D and QA departments to ensure the best possible execution, and creating a user guide for the final clients (B2B).
- Managing Marketing Communication of the company, such as press releases, international exhibitions, printed and digital promotional materials. Completed full Company's rebranding to align with corporate requirements, including building a new website from scratch. Planning and executing entry to a new market (US), for certified complex hardware and software IoT products (B2G).

CONTACT DETAILS

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CORE AREAS

Strategic Marketing Planning
Product Design and Management
Content Creation
Cross Organizational Projects
Marketing Operations Management
Creative Solutions
Product Launching
Market Research
Data Driven Decision Making
Campaign Execution & Optimization
Strategic Budget Allocation

SKILLS

Microsoft Office, Adobe Acrobat Pro, Figma, Canva, Google Analytics, Google Search Console, Monday, Salesforce, Marketing Cloud, Pardot, ZoomInfo, Kanban, Jira, Scrum

EDUCATION

M.B.A - Business Management and Marketing.
Peres Academic Center, 2022
B.A - Linguistics and American Studies.
Tel Aviv University, 2019

COURSES

Digital Marketing and Content Creation with AI. Infinity by Peres Academic Center, 2026.
Canva Master Class, Infinity by Peres Academic Center, 2025.
Digital Marketing.
Peres Academic Center 2022.
Content and SEO.
Koalix College, 2020
Business Management and Marketing.
Ramat Gan College 2014
Advertising and Marketing.
Ramat Gan College 2012

LANGUAGES

Hebrew – mother tongue
Russian – mother tongue
English – fluent