

Summary

Experienced business operations professional with excellent communication and problem-solving abilities. Leading cross-functional teams from sales, marketing, product and R&D. Driving growth and executing strategies in Ecommerce and print-on-demand industries.

Work experience:

2019- Present Co-Founder | Artigram.me

The first start-to-finish, social media focused Ecommerce platform

- Build an end-to-end Ecommerce solution for influencer stores (B2B2C)
- Oversee daily business operations, develop sales strategies, and optimize company KPIs; align product roadmaps with performance
- Collaborate cross-functionally with departments such as sales, engineering, customer service, and finance to drive business success
- Manage and optimize digital marketing campaigns across leading advertising platforms
- Create a full go-to-market strategy; plan brand marketing from the ground up; develop and execute demand generation activities and growth-focused product marketing strategies
- Manage SDR's (Sales Development Representatives) team oversea, lead generation activities and leads pipeline; growing SQL by 40% and win rates by 25% within 6 months
- Develop and establish relationships with strategic clients and industry leaders
- Control budget processes and controls for forecasting, financial planning and reporting (P&L)
- Hire and direct internal and external personnel; Marketing, SDR, UX, Designers, Content Writers and Developers

2017-2019 Business Operation Manager | Ondema

The leading publisher solution for on-demand Ecommerce

- Launched a unique SaaS web applications for the media industry (B2B2C)
- Implemented daily monitoring procedures to optimize operational efficiency and maintain seamless function of all systems, resulting in a 15% increase in overall productivity and successful alignment with company KPIs
- Developed and executed the Go-to-Market strategy; managed sales pipeline, outbound marketing and lead generation activities
- Defined functional requirements; oversaw both development and QA teams
- Collaborated with external and internal stakeholders to incorporate insights into new strategic plans

2014-2017 Business Operation Manager | ID Web to print advanced solutions

Ecommerce agency for sports clubs

- Built and operated print-on-demand Ecommerce applications for leading Israeli sports brands (including Maccabi TLV FC, Hapoel Jerusalem BC, etc.) that are fully integrated with a manufacturing network fulfillment system and logistics for end users
- Negotiated and closed an agreement with HP-Indigo effective in more than 50 countries being covered by ID W2P web applications for sports clubs

2012-2014 Ticker Limestone brand manager | Galor Media

2011-2012 Internship | Yuster & Segalovitch Law Office

2006-2011 Sales and operations | A.R. Printing

Education:

- Bachelor of Laws (LLB); Reichman University
- Bachelor's degree (BA); Reichman University
- Product management certificate; Technion - Israel Institute of Technology

Languages:

- Hebrew (Native)
- English (Fluent)

Tools:

Hubspot, Asana, Airtable, Zendesk, Figma, Invision, Hotjar, Full story, Meta business (FB/IG ads), Analytics, Photoshop, Illustrator, InDesign, WordPress, Shopify, Wix, Office 365 software's, Ahrefs, Clarity, Google search console, Mailchimp, Youtube creator studio, Taboola, Google display, Google merchant, Mixpanel, Similarweb