Account manager, Business development, Project management

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| **Experience** |  |
| Project Manager Agile (scrum)  Margin Tech  Today  Tel Aviv  Technical Specification and Project Management  B2B  Account manager  Isratransfer  Dec 2016 – Feb 2018  Israel’s most trusted currency exchange experts.  Sales and Business Development French Market  Project Manager (Scrum) – Product owner  Creopolis  Feb 2007 – Dec 2016  Founder and project manager of the Showberry CRM (Saas)  Account manager & Project  Linil (Self-employed)  Aug 2006 - Feb 2007  Technical Specification and Project Management | Project Manager  Tropic Telecom  Mar 2001 - May 2006  Web company  Open source migration (asp to Php). CRM and portal project. Specification, project management.  Account manager  Targetmatch  Jan 2000 - Feb 2001  Web Company - Datingclub.com  Business development France. B2B partnerships with major media and ISPs. 15 white labels with French major sites  Account manager  Babylon.com  99 - Dec 2000  Business development France. B2B partnerships with major media and ISPs - Top 5 downloads |
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| **Education** | **Skills** |
| MBA  Sorbonne University  1994  BA Management and Economics  Sorbonne University  Graduate Year Program  Hebrew University of Jerusalem  Aug 1994 - June 1995  International Graduate Programs  Courses  Scrum Alliance Course (Agile foundation)  Jan 2013 | Project Management  Product Management  Account management  Soft Skills  Entrepreneurial  Teamwork  Problem-solving  Time management  Strategy  Stress management  Creativity  Languages  French, English, Hebrew  Tech Skills  PHP, HTML5, CSS, bootstrap, Microsoft Office, Hubspot, Zoho, agilecrm, Fresh crm, Joomla, WordPress, Adobe XD, Uxpin, Sketch, Photoshop, Illustrator. |

Babylon.com

B2B. Manage and develop long-term partnerships with some of the biggest internet companies in France (ISP’s)

B2C. Increase downloads (First place on download.fr, zdnet.fr and yahoo.fr)

SEO. Manage relationship with media and webmasters regarding engagement and product adoption in order to exceed commercial targets. Identify and lead up-sell and cross-sell opportunities to drive new business growth through greater reference ability.

Targetmatch

Manage and develop long-term partnerships with some of the biggest Online Media in France

User registrations growth. Manage relationship with webmasters regarding engagement and white label adoption in order to exceed commercial targets. Identify and lead up-sell and cross-sell opportunities to drive new business growth.

Influence future lifetime value through higher product adoption, customer satisfaction and overall engagement

Tropic Telecom

Project manager (web). Set up technological migration from Microsoft technology (asp) to open source (Php)

Gather end user requirements, Work with IT and R&D on systems interfaces, Work with external contractors to integrate various systems, Test and deploy integration releases. Business processes analysis.

Creopolis

COO – Product Owner Agile Method

Product Specifications: Write and consult on complex product specifications while accounting for design challenges and external dependencies. Collaborate with multiple departments, including R&D, UX and Pre-sales, while managing the full product life cycle in a dynamic environment to monitor progress and deliver high-quality product releases

I had the full ownership of the product, drove the technical development, innovations and prioritized new features and enhancements to existing features (Agile Method). Actively and consistently supported all efforts to deliver a comprehensive and best customer experience. Ensured deadlines are constantly being met and remove roadblocks.

Conducted market research and engage with customers, prospects and partners to identify market needs and opportunities.

Isratransfer

B2B and B2C business development. Managed all the incoming lead-in streams: organized, sorted, fact and data checking and proofing, and further data enrichment for future business development. Managed customer accounts through the CRM platform, including lead and marketing qualification.

Managed various social media campaigns (Google Ads, LinkedIn and others).

Worked by KPIs for constant improvement: Daily review and handling, prepare and present weekly review and summary for management, while creating new KPIs when needed.

Wrote and proofed marketing content for the website and landing pages, brochures, direct messages, etc.

Margintech

Product Owner Agile Method

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