

A passionate marketing & product leader with 10+ years international experience with start-ups, multinationals, government, and non-profits across the US, Australia, UK and Tel Aviv. Experienced leading acquisition and retention strategy, product strategy, media planning and analytics across email, search, and social. A diligent, self-starter with an entrepreneurial spirit, a good sense of humor – and above all, a team player.

PROFESSIONAL EXPERIENCE

Kids Discover, NYC- Marketing and Product Director

August 2015 - Present

Kids Discover is an award-winning educational publisher and online platform for kids ages 6 to 14.

- Led **product strategy**, launching go-to-market strategies for Kids Discover Online, an online reading platform with classroom tools. Successfully launched rebranding to reflect new digital offerings, while maintaining promotion of offline publications.
- Led marketing and aggressively grew the user base through a **segmented and integrated marketing program** consisting of SEM, SEO, Content Marketing, Social, Email, Print, PR, Podcasts, Direct Mail, Webinars, White Papers, Influencers, and Partnerships. Since the launch of the platform 3 years ago, I grew the user base to 200,000+ and increased paid subscription by 33% YoY.
- **Led Product Road Map** based on user feedback, evaluation of friction points, education trends and UX best practices. Managed a team of developers and designers, successfully releasing product enhancements, new features and content on a monthly basis.

WonderWork, NYC- Digital Director

September 2014 - July 2015

WonderWork provides free surgeries for poor children & adults in the developing world.

- Launched digital program from scratch, including web-design with a focus on optimizing the donation experience; the set up and management of an integrated email program, social channels and messaging, search campaigns and online reputation management. Managed the release of a viral video, driving 3 million views. Increased efficiency and saved invaluable resources by automating complex processes and digitising manual activities.

Australian Red Cross- Senior Acquisition Executive / Digital fundraiser

2013 - July 2014

Australian Red Cross is part of the world's largest humanitarian organisation.

- Acquired new donors through integrated marketing channels; online (web, search, social, email, display), DRTV, Telemarketing and DM. Exceeded targets and created reporting tools that resulted in the integration of fraud prevention software saving \$0.5M.
- Designed & project managed 2 integrated campaigns generating over \$4M (20% increase YoY). Managed mobile strategy including responsive design, donation app and industry-first SMS donation solution.

Digital Switchover Taskforce, Australia- Online Content Manager/ Digital Strategist

2012

The Digital Switchover Taskforce is the Governmental department responsible for the Digital TV switchover in Australia.

- Managed the build of the digital ready website (\$0.5M build), leading design and content through to functionality and tracking.

SolarEdge Technologies, Israel (maternity backfill cover)- Marketing Associate

2011

SolarEdge provides ground breaking distributed solar power harvesting and PV monitoring systems to a global market.

- Responsible for all marketing materials, incl. presentations, white papers, press releases, trade show booths and advertisements. Managed 7 websites in different languages and implemented marketing tactics across search & social channels.

Responsys - Eservices Email, Australia- Account Manager

2009 - 2010

Responsys - Eservices is Australia's most experienced email and web specialist.

- Managed key client relationships including with multinationals, Qantas and Vodafone. Managed day-to-day email campaigns incl. the Qantas Frequent Flyer scheme (most successful loyalty program in Australia) and the welcome program for Woolworths Supermarkets; ran online campaigns, liaised with clients and development teams from planning through to measurement.

St John Ambulance Supplies, London- Marketing Executive

2008

St John Ambulance Supplies is a B2B-B2C provider, specialising in the supply of first aid and health and safety equipment.

- Implemented marketing tactics across the full marketing mix including eDM, DM, web, advertising, surveys and focus groups. Responsible for clothing and publications, where I sourced and designed new products, resulting in an increase of sales by 15%.

EDUCATION & OTHER

2006 – 2007

Masters of Commerce (Marketing) - University of New South Wales (Australia) / Erasmus School of Business (Holland)
Major in marketing, innovation and new product development. Studied at Europe's leading business school.

2003 – 2006

Bachelor of Architecture (Science) - University of New South Wales (Australia) / University of Illinois (USA)
Major in Computers specialising in architectural computing, multimedia and web page design.

2002 – Present

Freelance marketer, designer, and photographer - Led marketing strategy and collateral for a range of start-ups including a browser extension and a photo tool. Ran a design business, creating invites, logos, POS advertisements, and websites.

2000 – Present

Fundraiser/Community Service - Dorot, World Youth Educational Trust, UIA, JCA, Hillel, Youth Leader