# **TAL GOLBERG**

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# **Product Manager**



### **About Me**

Dedicated and results-driven Product Manager with a diverse background in marketing, content localization, and customer success management. Proven ability to lead cross-functional teams, drive product strategy, and implement successful initiatives. Seeking a challenging role in Product Management to leverage my skills in PRD, business strategy, and team coordination.



## **Professional Experience**

- Product manager (Dec 2022 till now)
   Hoogu App (Online)
  - Lead product development from inception to launch, PRD creation, target market & audience analysis, competitor research. Manage the team of 6 (+QA interns) through design, CRM implemen tation, and web development to align with company goals and market needs.
  - Responsible for brand positioning and marketing strategy.
  - Implement new features, manage bug workflows, facilitate seamless communication among stakeholders (clients, R&D, UI/UX, QA).
- Digital Project Manager English & Russian desks (Oct 2021 Feb 2024)
   Inosselia Group (Caesarea, IL)
  - Initiated and executed new projects, managing a post-production team of 8.
  - Collaborated closely with stakeholders in the USA, Russia, Ukraine, and Israel, ensuring alignment with project goals.
  - Orchestrated SMM and web design teams, handling budgeting, PPC campaigns, and scheduling
- Project Manager (Jul 2014 Jul 2021)

Ramat Aviv Medical Center, Assuta Medical Center (Tel-Aviv, IL)

- Managed medical and marketing localization projects
- Coordinated closely with various departments to ensure accurate and timely projects delivery
- Product Owner of Private Label at Amazon (USA, Japan) (2017-2019)
  - $\hbox{-} Oversaw\ product\ design, marketing\ management, and\ sales\ growth\ strategy\ for\ Private\ Label.}$
  - Coordinated production, transportation, and customer success efforts, managing budgets and collaborating with influencers.
  - Led social media management efforts to enhance brand visibility and engagement.
- Customer Success Manager (Feb 2010 May 2014)

Top Ichilov Clinic (Tel Aviv Medical Center, IL)

- Managed client relationships, resolving issues, prioritizing needs, and building project timelines.
- Coordinated with various stakeholders, including marketing, R&D, localization, medical units.
- Developed relationships with resellers, system integrators, and external partners.
- Logistics management and transportation services.

#### • Entertainment Editor - (2008-2010)

News website "IzRus.co.il" (Netanya, IL)

 Coordinated branches and assisted creative managers in daily news coverage for entertainment content.



# **Education and Courses**

### Master's Degree

Tel-Aviv University Major in political communication, minor in political science

#### • Bachelor's Degree

Bar-llan University
Major in civil communication,
minor in political science

#### Product Management Product Experts (Ramat Gan IL)

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- Google Project Management Certificate Coursera (online)
- Agile Team Practices with Scrum Pluralsight (online)
- E-commerce Private Label Best Seller Mastery (online)
- QA-engineer Qualitest (Netanya IL)

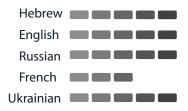
# **Technical Knowledge**

- Trello, Jira & Monday
- Balsamiq, Miro, Canva
- PRDs, backlogs, User Journey
- STP, STD, STR; Web & Mobile testing
- Interview customers, Road map
- Google Analytics & Facebook ads
- Wordpress, SQL
- Project planning & management
- Risk assessments
- Costing and budgeting
- Process optimisation, OKRs

# **Military Service**

 Chief of Colonel's staff in Grounded Forces, IDF

### Languages



#### **Hobbies**

- Languages
- Yachting (Mashit 60)
- Diving (Adv. diver)
- Squash