

Product Manager

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

Hebrew	██████████
English	██████████
Russian	██████████
French	██████
Ukrainian	██████████

Hobbies

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



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 implementation, 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)**
 - 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-Ilan University
Major in civil communication, minor in political science
- **Product Management**
Product Experts (Ramat Gan IL)
- **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)