

Work Experience

- Banana Shops (Sleep Experts Ltd), Caesarea

2021 - PRESENT

Head of Marketing & Sales

 - Built and led a comprehensive marketing and sales strategy, including branding, online and offline advertising and customer management.
 - Managed an annual marketing budget of 1.5M NIS with consistent achievement of ROI and KPI targets, resulting in a 60% increase in sales.
 - Spearheaded a full rebranding initiative: new logo, visual identity, slogan and website (organic and paid promotion).
 - Established collaborations with influencers and designers through social media and digital platforms to expand reach & strengthen brand visibility.
 - Implemented and customized a CRM system to enhance sales, service and logistics workflows.
 - Acted as COO: managed supplier relations, logistics and operational processes across departments.

WallaShops (ShopMind Ltd), Netanya

2019 - 2021

B2B Sales Manager

 - Founded and led a new B2B e-commerce services division, establishing business strategies and operational frameworks to drive growth.
 - Recruited new clients while building long-term partnerships, successfully closing comprehensive service packages tailored to business needs.
 - Oversaw end-to-end project execution: website creation, advertising, logistics and support.

Konimbo Interactive Ltd, Kadima

2016 - 2019

Field Sales Representative

 - Sold B2B SaaS e-commerce solutions to businesses aiming to scale online presence, focusing on consultative and value based selling.
 - Built and maintained strong relationships with SMB clients through proactive outreach and consultative, solution-focused sales strategies.
 - Led end-to-end consultative sales cycles, including prospecting, needs assessment, tailored proposals and successful negotiation to close deals.

Banda Magnetic Ltd, Emek Hefer

2013 - 2016

Sales & Account Manager

 - Managed key retail accounts in the tech and consumer electronics sector, driving long-term partnerships and client satisfaction.
 - Increased monthly revenue from 700K NIS to 1.2M NIS through strategic sales initiatives, upselling and cross-selling.
 - Delivered fast, effective solutions to complex client challenges, ensuring high retention and repeat business.

Education

- Ness College of Technology

2012 – 2013

 - Digital Design
 - Marketing & Advertising
- Atidim High School

2005 - 2018

 - Full Matriculation Certificate
 - Major in Theater
 - Major in Communications

Military Service

- IDF – “Oketz” Unit

2008 - 2011

 - Served as Armory Manager for elite units (Oketz & Lotar)
 - Commanded 7–10 soldiers in day-to-day logistics.

Skills

- Team leader
- Highly Motivated
- Autodidact
- Interpersonal Skills
- Google Ads & Analytics
- Meta Ads
- E-commerce Interfaces
- CRM Systems
- Design (Photoshop, Canva, AI)
- Microsoft Office Softwares
- AI Tools

Languages

- Hebrew - Native
- Russian - Native
- English -Very good