

Omer Koort

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SUMMARY

Experienced Marketing Manager with a growth mindset and data-driven approach. Skilled in developing marketing strategies, creating engaging content, planning, and executing.

Increased brand engagement through social media and community management, and created various marketing assets such as articles, case studies, videos, and graphics.

Proficient in content writing, marketing strategy, SEO, Google Analytics, Wix, WordPress, and creative work.

Strong soft skills in teamwork, self-learning, and self-motivation.

EXPERIENCE

Marketing Consultant, Content Creator

[The Marketing Pulse](#)

2023-Present

- B2B and B2C marketing and business development freelancer.
- Supporting marketing and sales teams with business opportunities, exhibitions, meetups and conferences.
- Writing the blog, "The Marketing Pulse", in the marketing field, sharing knowledge, tips, tricks, tools, and courses to help Israeli marketing specialists and managers become more productive and successful.

Marketing and Creative Specialist - Seagate Technology

2021 - 2023

- Developed and executed Go To Market strategies for SaaS B2B cloud products in Israel and Singapore based on market research and competitive analysis.
- Collaborated with cross-functional teams in the organization, including PR, product management, and sales, to launch new products and features.
- Developed and implemented targeted LinkedIn advertising campaigns resulting in a 4x increase in website visits, a 10% increase in followers, and new potential partnerships, thereby driving vital customer acquisition and generating leads.

Deputy Store Manager - Interphoto (Photography Store)

2020 - 2021

- Co-managed a team of 5 employees including onboarding employees and ensured efficient day-to-day operations, increasing customer satisfaction ratings by 12%.
- Managed store's eCommerce and content website, achieved a conversion rate 11 percentage points higher than the store's average.
- Implemented inbound marketing strategies.

Internship Student - teenk - Advertising Agency

2021

- Conducted qualitative research on "Brands and Social Agendas in Youth", gathered and analyzed opinions from 20 participants surveyed and Generated an academic report for the company.

Military Service as an Officer (Captain) - Israel Defense Force

2013 - 2019

- Project Manager, Head of SAP system implementation project team at the Information Systems Department
- Head of Command and Control systems instructors team at the Logistics School

PROJECTS

Volunteering as a Content Writer

[Give & Tech](#)

2023

- Wrote the "Journey to Product Marketing" Series about the first round of the PMM101 course along with Product Marketing leaders in the Israeli high-tech ecosystem

EDUCATION

Bachelor of Arts, Social Science, Digital Society Research: Communication, Sociology and Anthropology

Tel Aviv University

2019- 2022

Product Marketing Management, PMM101

Give & Tech

2023

CERTIFICATIONS

Product-led Certification

Pendo x mind the Product

2023

Content Marketing

HubSpot Academy

2023

SKILLS

WordPress, Wix, Google Analytics, Adobe Photoshop, Lightroom, Premier, Rush, Express, Canva, Analytics: Python: Pandas, Matplotlib and Numpy. SQL, Tableau

Languages: Hebrew - Native, English - Full professional proficiency