



# Ofri Yehuda

Previously co-founded a startup, looking for a product manager position.



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## Summary

As a former co-founder of a fitness Startup, I have extensive experience in product design and launch, from ideation to execution. I am a highly motivated self-learning individual, seeking a product manager role where I can apply my skills and experience to help and create successful products.

## Education



**2022** Data analysis course at Jolt - Studying data analysis, drawing insights, visualisation and complex problem solving. All that while translating the information to actionable insights, relevant for the different key stakeholders.



**2019 -2022** B.A at the IDC Herzliya, Business Administration and Entrepreneurship, GPA - 91.

Studying about the life cycle of a start-up, MVP, product management within practical projects and combining knowledge in the field of data science.

## Online Courses

'[Google Agile Project Management Specialization](#)' - Completed six courses developed by Google, covering agile methodologies, scrum, lean mindset and more.

[PM X Course](#) - Fundamentals of Product management, covering different aspects such as - UX, Data analytics, Technologies, UA, PRDs and more.

## Projects



[My personal website and game](#), which was built using HTML, CSS & JS. With integration to google analytics, sendgrid api and MongoDB.

## Languages

Hebrew – Mother tongue, English – Fluent

## Other Interests

Muay Thai, fitness, guitar, PC gaming, cooking enthusiast

## Experience



Performance marketing intern at Hibob.

2021 Summer

- Conducted competitors research and assessment
- Performed marketing data analysis and visualization
- Created dashboards and tracked KPIs
- Optimized marketing funnels



Co-founder of Fitit, a platform connecting between Trainers and trainees.

2018 - 2020

- Led company strategy and acquired over 5,000 users
- Created product specs and designed user experience
- Launched product and analyzed user feedback
- Built user stories and personas
- Planned and executed marketing campaigns
- Developed business relationships with industry professionals

## Military Service

Kfir brigade, Shimshon unit

2014 -2017

- Staff sergeant and combat soldier for the snipers platoon
- Acted as platoon commander
- Directed several dozen soldiers and led petty officers
- Managed schedules and made complex decisions in high-stress environments

## Skills

Mastery of PowerPoint & Excel; SQL; Tableau



Figma; Photoshop; Basic web development, Basic python for data



## Strengths

Analytical skills

UX Flows

Agile Oriented

Leading products from 0 to 1

Attention to Detail