

Previusly 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

Experiance



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 2018 - 2020 **Fitit** connecting between Trainers and trainees.

- 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

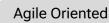


Figma; Photoshop; Basic web development, Basic python for



Strengths

Analytical skills **UX Flows**



Leading products from 0 to 1

