

LIMOR REZNIK

Chief Marketing Officer

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🌐 [Limor Reznik](#)



I bring 13 years of marketing experience, team leadership with a proven track record in planning, structuring, executing, and leading **global B2B marketing activities** *specializing in SaaS* **Native-level** English speaker, with a **B.A. in Communications** from the College of Management Academic Studies. Loves to [lecture](#), write and make a positive impact. **G-CMO member**
PLEASE VISIT: <https://limor.me/>

📁 WORK EXPERIENCE

- 2017- Present • **Chief Marketing Officer**
Startups - LiBi, Spectory, 3Base and XGlobe by Taldor Group *Tech company*

Establishing a marketing department from scratch, including strategy, digital and automation processes - for growth and nurturing, staff scaling, sales alignment, brand positioning and more. Owning and optimizing the Marketing budget and funnel, and achieving an annual several M\$ ROI

Responsibilities:

- Planning, executing and managing results-driven marketing operation and budget, in a fast pace, agile methodology.
- Establishing marketing automation processes from scratch, analyzing user behavior and acquisition at all digital platforms (SEO, PPC, GDN, GTM etc.), for lead-gen and hyper-growth.
- Managing event marketing programs globally - conferences, road shows, exhibitions and CE.
- Managing marketing staff and outsource agencies (PR, advertising, digital), aligned with internal teams (sales, product, design, delivery, R&D, data).
- Collaborating with leading international channel partners, such as: Cisco, RedHat, AWS, VMware, F5, Dell.
- Content marketing strategy, PR and crisis management.

- 2014-2016 • **Marketing Manager**
Bezeq Online Group *Telecommunication company*

- Capitalized on industry and marketplace trends to strategize solutions, define the company's USP and enhance business operations.
- Built brand awareness and generate leads, while managing internal and external marketing campaigns and programs.
- PR, Events, trade shows, round tables and sales promotions.

- 2013-2014 • **Supervisor - Managing Global Brands, such as: Pepsico, Sabra, Tyco, Visonic**
Respect Branding *International Marketing Strategy Company*

Success Story: Sabra (an American food company, jointly owned by the Strauss Group and PepsiCo) formulation of a new strategic vision, development of the corporate identity and brand language, as well as ongoing strategic-creative support.

Responsibilities:

Led the development and execution of strategic and creative marketing for International consumer products, for Customers such as: **Strauss, Netafim, Adama, Pepsico, Sabra, Unilever, Tyco, Oracle**

- 2011-2013 • **Product Owner**
Conduit (combined with Perion) *International Software Company*

Set and led the strategy, roadmap, and feature definition for the toolbar product line. Responsible for defining the release process and coordinating all of the activities required to bring the product to market.

- 2007-2011 • **Marcom - Digital | Studio & Production | Events & Sales Promotion**
Isracard *Financial Services Company*

Led the re-branding and positioning team, including a new website, loyalty program, promotional videos, corporate collateral, ATL, BTL, pos materials, events and digital advertising.

📈 STRENGTHS

Market strategy and Budget planning
Growth hacking
ABM marketing
Brand-building strategies

💻 Tech Skills

Adobe design CC ●●●●●
Wordpress + HTML ●●●●●
MS Office ●●●●●
Salesforce | Mailchimp / Smoove + Zapier

🚩 LANGUAGES

Hebrew ●●●●●
English ●●●●●

👮 MILITARY SERVICE

Military Court of Appeals -
Senior legal typist and head
secretary of the Major
General