

Omri Naor

Contact



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[Omri-Naor](#)

Skill Highlights

- PPC & SEO
- Media Buying
- Email Marketing
- Web Development
- Marketing Strategy
- Project Management
- Customer Relations
- Business Development
- Google Analytics
- Excel & Microsoft Office
- Monday, Asana, Trello
- Salesforce
- Wordpress, Wix

Languages

- Hebrew – Native
- English - High level

Military Service

- Operations-Commander of the Snipers Squad

Summary

Marketing expert with 10 years' experience in digital marketing and 5 years' experience in marketing management building and executing marketing strategies for local and global companies. An analytical mind, highly motivated, goal orientated, with a can-do attitude and strong leadership capabilities.

I am looking for a position as CMO, marketing manager or team leader.

Experience

CMO at okoora (fintech company) | 2022-2023

- Recruiting and building team from scratch (digital marketer, content writer, designer and email marketer) onboarding and training
- Creating and executing the marketing strategy that supports company's KPI's, and developing go-to-market plans for a new products
- Collaborating with cross-functional teams, including sales, product management, customer success, developing and implementing cross-platform marketing plans
- Working with marketing vendors: Working with marketing vendors; onboarding and setting goals, SEO, managing communications for PR, employer branding

Founder & CMO at ON Digital (marketing company) | 2017-2022

- Building marketing strategies, monitoring and managing marketing funnels across multiple platforms and channels to reach the clients' business KPI's
- Consistently connecting the CEO's needs to a marketing strategy, from inception to end
- Specializing in digital marketing, with hands-on experience in: google ads, facebook ads, taboola, outbrain and SEO
- Understanding obstacles that rise from the sales department and creating marketing solutions
- Recruiting and building teams from scratch
- Set smart goals for each team member based on market analysis in order to increase the ROI on a monthly basis
- Working closely with digital agencies and PR firms to complete all marketing initiatives

Lecturer in Digital Marketing Courses (Domain Manager) at Colleges and Academic Institutions | 2019-present

- Teaching the Digital Marketing course at: Peres Academic Center and HackerU
- Planning workshops for digital marketers in the field of management and marketing

Digital Marketer and Department Manager at Shmul SEO | 2016-2017

- SEO Specialist: Off-site department manager

Campaign Manager at OMGWHEN | 2014-2016

- Campaign management: Facebook and Google ads

Education

Marketing and management degree and certificate | 2014-2020

- Psagot, HackerU, Guerrilla, HIT
- PPC, SEO, Web development, Content writing and Budget Management
- Marketing, Project management, Accounting, Economics, statistics and Negotiations