

Yoav Shalev

972-54-4511614+

GENERAL INFORMATION

D.O.B -1984

Marital Status: Married + 3

Address: Har Adar

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EDUCATION

IDC Herzliya, Israel - 2007- 2012

BA in Business Management.

Major: Marketing. Minor: Information Technologies

SKILLS OVERVIEW

- **Fluent English & Hebrew** - Mother tongue
- **Proficient in:** Marketing Automation Tools, Onboarding, Landing Page Optimizations, A/B Testing, Retargeting, Mobile Advertising, Content Marketing, SEO, SEM, SMM, PPC, PPI, Media Buy, Media Sales, Salesforce, WordPress, HTML, Google Apps, Google Analytics, Webmaster tools, AdSense, AdWords, Facebook Ads, MailChimp, Email Marketing, Copywriting
- **Advance knowledge** DNS, AWS, PHP, CSS, DHTML, MySQL
- **Basic Knowledge of:** C#, Visual Basic, JavaScript
- **Active Profiles on Social Networks:** LinkedIn, Facebook
- **Product management** - defining MVP. Developing and managing product lifecycle. Working closely with R&D head departments - providing customer feedback, product definitions and solutions.
- **IT & R&D Management** - translating business needs into technical specs that developers understand. Highly familiar with innovative technologies with a deep technical understanding of web based systems and solutions.
- **Business Development / Strategic partnerships** - Quickly connecting with high profile decision makers, establishing and maintaining long lasting relationships
- **Marketing strategy** - Identifying key markets, building penetration/growth action plan & leading it's execution
- **Online Advertising** (CPC, CPM, CPL, CPA, CPS, CPI, CPD, Retargeting, Media Buy)
- **Brand development** - website creation, product marketing & brand recognition via content marketing, press releases, video, creative & trade shows
- **Employee training**

WORK EXPERIENCE

Clkim LTD

Founder & CEO, November 2014 – Current (May 2017)

Invented and designed the SaaS platform.

- Managed all aspects of the business lifecycle (Fundraising, P&L, Product, R&D, Marketing, Business Development, Sales, Staffing)
- Achieved over 22,000 users & 100 paying clients.
- Deployed a fully automated, self-service, feature rich SaaS platform.

TAP Systems Inc.

Growth Hacking, Marketing & Business Consultant, November 2015 – May 2017

Built the company's Business Model and Marketing Strategy for the Tap Strap product, Ran the company's marketing & product launch

- Program management
- Online Marketing & Advertising (Website, Waitlist, Social Media, Content, Media Buy, SEM, Retargeting)
- Achieved over 50,000 waitlist subscribers in under 2 months.

BitCocktail LTD

VP Business Development, December 2013 - November 2014

- Defined profitable monetization products and components
- Built the company's software distribution & monetization platform
- Built business model for company's SAAS service. Established partnerships with several key clients.

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Somoto LTD, Tel Aviv, Israel, October 2011-January 2014

Head of Publisher Network (inviteAds), March 2013- January 2014

- Manage the unit's P&L.
- Worked closely with R&D, Product & Marketing
- Build the publisher network from scratch.
 - Recruit, train & manage media buyers, publisher recruiters & advertising sales.

Director Business Development & Marketing, October 2011 - March 2013.

- *B2B*, Established relationship with world leading advertisers & partners.
- Structure the Marketing, Business Development and Sales strategy for the company's leading product.
- Recruit, train and manage marketing & business development managers
- Manage the company's marketing activities.
 - SEO, Brand Websites, Landing Pages, Social Media Profiles & Content
 - Compliance communications with leading AntiVirus companies

BI Science, Tel Aviv, Israel

Sales & Business Development, October 2009 - June 2011.

- *SAAS - B2B (Enterprise)*, Identify and approach new clients.
- Negotiating deals with Tier 1 Advertisers, Networks, Agencies, Publishers, Developers & Distributors.
- Created marketing material (Landing Pages, Blog, PDF, PPT, Video Tutorials, Social Media Profiles)

IDT Corp, Tel Aviv, Israel

Sales Agent & Team Leader, Local Pull- March 2007- November 2008

- *B2B (SMB)*, Cold calling- Selling local listing advertising on Google, Yahoo, MSN,
- Recruited, Trained and managed a team of up to 10 sales representatives

MILITARY EXPERIENCE

Israel Defense Forces - Honorable Discharge Rank: First Sergeant

Combat Soldier, Multiple Launcher Rocket System, March 2004 - May 2006

Combat infantry soldier and combat operations & control room manager in the West Bank .

Cadet, Israeli Air Force Pilots Academy July 2003 - March 2004