

Yair Kivaiko

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📁 PROFESSIONAL EXPERIENCE

- 2023 – present **Director of Marketing**, Gytpol
Leading the development and execution of comprehensive marketing strategies to support business objectives and foster growth in the market.
My responsibilities include creating and executing multi-channel marketing campaigns, collaborating with internal teams for market segmentation and positioning, producing sales enablement documents, and generating leads.
I work closely with the CEO to refine the company's messaging and positioning. I also oversee the company's website development and analyze market trends,
My role involves establishing KPIs to measure the effectiveness of marketing campaigns and adapting strategies accordingly, and A/B tests the hell out of everything.
As a one-man show, I am also in charge of the brand's design, video editing, and content.
- 2022 – 2023 **Senior Product Marketing Manager**, Rookout
Responsible for developing and executing marketing strategies that effectively communicate the unique value proposition of Rookout's offerings to target markets and increase demand.
- Conducting market research and analysis to understand customer needs and industry trends
 - Collaborating with product development teams to ensure that product features align with market requirements
 - Defining and communicating product positioning, messaging, and value propositions
 - Developing go-to-market plans and launching new products
 - Creating sales enablement materials, such as presentations, whitepapers, and case studies
 - Analyzing product performance and making recommendations for improvements
 - Building and maintaining relationships with key stakeholders, including customers, partners, and industry influencers.
- 2022 – 2022 **Senior Product Marketing Manager**, Compete
Achieved market-breaking open rates and CTRs and lifted the engagement by 10s of %
In charge of every aspect of the Product Led Growth.
- In-product walkthroughs, banners, and interest points.
 - Building the Knowledge Base.
 - Managing a referral program.
 - Sending segmented email flows, and product update emails.
 - Building sales materials for the sales and CS team.
 - Video and content productions - hands-on/managing suppliers.
 - **360 over everything that is user engagement.**
- 2021 – 2022 **Senior Product Marketing Manager**, DarioHealth
Lifted engagement by over 12%, Month-over-Month (converted non-engaged users to engaged).
Was in charge of the entire PLG of the product (iPhone and Android apps).
- Used CRM tools to build complicated funnels for messaging.
 - Built a content machine and produced 100s of articles, videos, and short tips every month.
 - Built an automation ML process for VIP customers.
 - Built in-product engagement engines.
- 2019 – 2021 **Head Of Marketing & Sales**, ManyOne Israel (Formerly Prime)
Transforming the company into an industry thought leader and the go-to company for the industry.
Building the marketing strategy, story & values, and hands-on deploying the strategy using online/offline campaigns, news coverage, events for the industry, video content, SEO, and more.
- 2018 – 2019 **Head of Marketing**, Meet in Place
In charge of all the marketing and growth of the product with an in-house media team, including building a kick-start strategy to the new venues in NYC & London.

🧠 SKILLS

Product Marketing | Product Led Growth | Growth Marketing | Product Management | Digital Marketing
Marketing Strategy | Sales Enablement | Figma and Adobe Design | Video Editing

🌐 LANGUAGES

Hebrew



English

