

Yair Kivaiko *Growth | PLG | Marketing*

📍 Tel Aviv, Israel ✉ Yair@iamgrowth.co 📞 +972544430825 🖱 <https://iamgrowth.co> in Yair Kivaiko

📁 PROFESSIONAL EXPERIENCE

2022 – present

Senior Growth 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 & Inbound Marketing.

- 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 Growth 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.

2017 – 2018

General Manager, Rahav Media

Turned around the company from a loss to a profit within a few months.

I oversaw three account managers and a designer.

I managed the company from business growth and sales to documentation.

2016 – 2017

Head of Business development – Engage product, Outbrain

I introduced new publishers to the platform, which raised the company's revenue.

I Headed the BD team for the Engage product (managed a team of 3).

I was in charge of the Israeli branch's growth by leading a team, making up-sales to existing publishers, and introducing new publishers to the platform.

🧠 SKILLS

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