



CHEN LILIENTHAL

Recap

Highly motivated and result-driven marketing professional with ~5 -years of experience in digital marketing and an academic background in UX and product management.

Committed and passionate about taking a customer-centric approach, developing compelling narratives, and creating effective strategies that make an impact and drive successful results.

What I Speak



Native



Native



Conversational

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[INTERACTIVE RESUME](#)

Where I've Worked &What I've Done

2021
–
Present

MPG (Outsourcing Company)
INTERNAL COMMUNICATION MANAGER
@ CYBER SECURITY & FRAUD DETECTION COMPANIES

- Producing internal communication materials with powerful messaging.
- Proactively leveraging various mediums for different projects, such as; presentations, announcements, referral programs, video clips, and mini-sites.
- Proven track record of successfully leading company events and meetups.
- Boosting engagement with clients via different tools.

2020
–
2021

IMATCH
SOCIAL ENTREPRENEUR –PRODUCT MANAGER

- Led a social project that addressed a specific social need and aimed to make a positive impact.
- Responsible for all stages of development, including market research, Ideation, prototyping, testing, and feedback collection.
- Emphasize the user experience and the UVP.
- Identified the user's pain points, conducted competitor analysis, and built an MVP.

2018
–
2020

vimeo
DIGITAL MARKETING MANAGER

- Established the Facebook channel and made it the most profitable platform with a strict 3 Month ROI model. Improved the CR- ROI.
- Managed marketing plans from strategic planning to tactical activities, campaign creation, analysis, and optimization of the funnel experience.
- Generated landing pages and ran A/B tests opt-in/opt-out and optimized mobile funnels.
- Delivered KPIs on target while testing new markets. Focused on SMBs worldwide – B2C2B.
- Cross-functional collaboration, worked with graphic designers, copywriters, BI, and product on multiple projects to drive results(Agile/Lean startup methodologies).

2015
–
2018

IDI VENTURES
SOCIAL MEDIA & PPC CAMPAIGN MANAGER

- Responsible for large- scale budgets and large -scale campaigns.
- Optimized campaigns towards KPIs: CPLs, CPAs & ROI to assure profit for the company.
- Managing an array of campaigns focusing on the B2C market on Facebook, Audience networks, Instagram, and Twitter. Using advertising tools such as Power Editor and Ads Manager. Measuring success with BI and CRM systems.
- Targeted and messaged the audience via Facebook, Audience networks, Instagram, and Twitter.

Where &What I've Studied

2009

HAC

Interactive
Engineering

2011

Ono
הקריה האקדמית אונו

B.B.A.

2014

ביתם של חברות הפרסום והדיגיטל
הבצפר

Copywriting

2020

הטכניון
היחידה ללימודי המסחר
והיחידה לחינוך עיוני

UX
Design

2021

JOHN BRYCE
High-Tech Education
a matrix company

Product
Management

Do You Like What You See? Contact Me



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