



Gali Piflaks

Profile

Innovative and highly analytical Marketer, experienced in data products and product marketing. Developed marketing strategies, features roll-out, versatile content, and sales enablement programs in a fast-paced environment, collaborating with both R&D and outbound teams. Holds a Bachelor's degree in Business & Economics from Tel Aviv University and a Master's degree in Product Design & Innovation.

Employment History

Product Marketing Lead, Tarci

2022

- Led a GTM strategy for positioning the company in the market
- Researched market and pain points to create precise messaging and tactics
- Drove lead generation and top-of-the-funnel by Implementing a sales enablement program & support materials closely with sales leaders
- Developed content strategies fueled with product-related visual content
- Developed a customer-focused strategy fueled with product-related content

Product Data Manager / Analyst, Signals Analytics (acquired by Skai)

2019 – 2020

- Collected and analyzed product requirements from customers & Industry, translated high-level product data requests into data points, and acquired data
- Communicated product features and releases to clients and internal teams
- Developed a data domain map prioritizing specifications and hierarchy
- Analyzed product performance and collaborated with Product & Data teams

Strategic Consultant, Deloitte Strategy

2018 – 2019

- Management Consultant and Market researcher. Analyzed industries, products, and technologies for a variety of strategic consulting projects

Education

Product Marketing: Go-to-Market, Building Momentum

2022 – 2022

M.Des Product Design, Tech & innovation, Bezalel Academy

2019 – 2021

Projects: Advanced Mobility Research at DLX Lab, ML-based Conversational AI

B.A., Economics and Business Administration, Tel Aviv University

2015 – 2018

Social Innovation and Entrepreneurship

Co-founder, Marketing Manager - Laila Tov

2015 – 2017

- Awarded the "Dror Award" and the "Walking Man Award" for urban activism from Tel-Aviv Municipality, for involvement as a 'Laila Tov' founder

Details

0526520401

piflaksjali@gmail.com

Tools

Analytics
Email Marketing
SQL, Tableau
Prototyping & design tools

Languages

English
Hebrew
Russian

Skills

Analytical Thinking Skills
Marketing Strategy
Project Management
Data Analysis
Market Research
Sales Enablement
Content and Copywriting
Design

Links

[Portfolio](#)