Marketing Operations Manager \ Monetization Manager

**Hadas Melk**

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**Summary**

* Extensive experience in **Marketing** **Operations**, **Performance** **& Analysis**, and **website management**.
* Proficient in using **marketing analytics** tools, **project management software**, and website management platforms such as **Salesforce**
* Collaborated closely with the marketing team and company’s brand affiliates across the world within a **global B2B2C company**
* Deep understanding of **digital advertising**, e-commerce, and customer relations.
* **BA.** in **Technological Marketing and Management,** Sapir College. **MBA, in Business Administration**, Ben-Gurion University.
* Detail-oriented with the ability to manage **multiple projects** and prioritize tasks in a **fast-paced environment.**
* Fluent in **English**.

**Experience**

2020 - 2022 **Ad Operations Manager, WebPals - XLMedia**

* Managed the operation of **Ad activities** through the site’s **Back End** system, ensuring that all the **promotions**, **deals**, and **data** run smoothly. Daily **monitoring** and **troubleshooting**.
* Worked closely with **marketing teams** in order to provide them with the needed tools to execute their **digital campaigns** successfully on various platforms.
* **Managed international customer** communication with affiliate brand managers, in **Europe** and **USA**, ensuring **customer needs** and **stakeholder satisfaction**
* Worked in a team of three **AdOps**, Also have the ability for independent, diligent, and professional work in a **dynamic company**, **meeting deadlines** under pressure.
* **Led several projects** - **optimization projects**, **US stakeholders projects**, migrations, etc.
* **Trained replacement staff** from **diverse backgrounds** (British/Indian) during company restructuring, ensuring **smooth adoption** of new work processes.
* Worked on several internal platforms - **CRM- Salesforce, Jira**, data analysis software - **LOOKER**, along with **affiliate's back-end platforms-** **Income Access**, **Netrefer**, **Uffiliates**, etc.
* **Built information** and work **processes reports** for team usage.

2017 - 2020 **Marketing Operations Coordinator & Info Center Team Lead**, **Reidman**

* Managed the organization’s **marketing** and **sales projects**, and took part in shaping the organization’s **marketing strategy**.
* Daily basis Cooperation with a **multidisciplinary team** in order to **maximize revenues** and reach personal and **team KPIs** - marketing managers, sales, project managers, **IT team**, etc.
* Conducted thorough competitive **market analysis** and research, resulting in positioning the organization in the desired spot in the market.
* Using data to **identify trends**, **potential customers,** and campaign performance to optimize the marketing funnel and **increase revenues.**
* Used **complex Excel reports** in order to present main **KPIs** and results to senior management.
* Successfully **led and managed a team of 7 sales representatives**, demonstrating effective **recruitment,** **training**, and **performance monitoring**, resulting in a **10% increase** in annual sales in the first year and a **subsequent 15% increase in the following year**.
* **Located** and **highlighted** soft spots in the product's acquisition funnel by **monitoring** calls, resulting in improvement in the calls’ quality, and **decreasing errors rate** to the minimum.
* **Managed** and **built** **team's schedules**, bonus reports, **professional briefings**, call scripts, and follow-up reports to reach personal / team goals while **optimizing sales processes**.
* Facilitated integration with a new **CRM system** (Powerlink) into the organization's workflow, including **training employees** and solving problems during the **integration process**.

2015 - 2017 **Marketing & Sales Coordinator, Emboss**

* Developed and produced **marketing content**, and maintained the marketing content online in the relevant platforms, including the company’s websites.
* Optimized work processes by **implementing a CRM system (Powerlink)** into sales and marketing departmentfor effective marketing and sales funnel management.
* Time optimization, and **task prioritization** while managing **customer portfolios**, **analyzing sales data,** establishing me as one of the best sales managers in the company.

2014 - 2015 **Marketing Manager Assistant, VisoMall**

* Located and defined the company's **target market** and located **potential clients**.
* Published campaigns to the target market users, including tracking KPIS indicators using **“Google Ads”** and **“Google Analytics”.**

**Education**

2020 **PPC & Paid Media Training Course**, New Media College

2018 - 2020 **MBA, in Business Administration**, Entrepreneurship and Innovation, Ben-Gurion University

2012 - 2015 **BA, in Technological Marketing and Management**, Sapir College, Graduated with high honors

**Projects**

* Participated in a multidisciplinary course for business, technology, and innovation as part of my BA degree. The course included studies at the **Polytechnic University of Valencia, Spain.**
* BA Final project -Building a **marketing strategy** for Scar treatment ointment, proposing ideas to improve the marketing processes in a biotech company- **won with honors**

**Skills**

Tools: **Salesforce**, **Jira**, Zendesk, Powerlink, **Ads Manager**, Magento, Excel, **Google Analytics**, Active Trail, Looker, Monday.

Other: Online Marketing, **CRM**, Market Research, **Project Management**, **Campaign Management**, **Monetization**, **Operations**, Customer Success

**Languages**

**Hebrew** - native | **English** - fluent