

**Sarit Axelrod**

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**Summary**

* **10+ years of experience** in the field of **product management, business development, and eCommerce.**
* Projects collaboration with **Google**, **EA Games**, **L’Oreal**, **UCLA**, **LACMALab, UNICEF, and Boris Becker**
* Vast experience **designing and building new products**, developing a visionary product strategy based on market research, customer needs, and industry trends; **Defining and leading** the product and **features** from **A to Z.**
* **Led** **cross-functional teams of 5-10 members,** including Developers, Marketing, Customer Service, and Design; Worked closely with the **R&D**, **UX/UI teams**, and customers
* Experienced in working with **global markets (B2C)**: **USA, Canada, Europe, Australia.**
* **Skilled in SQL**, **Cloud**, Postman, Git, **Java**, React, **Figma**, Photoshop, **UI, Agile** tools **- JIRA**
* I am detail-oriented, dedicated, creative, and highly motivated with a curiosity to learn new things and solve customers' pains.
* Team member, **She codes -** helps women to move into the **high-tech field.**
* **B.Sc Design and Technology,** Tel Aviv University.
* **English -** High level | **Hebrew** - Native | **French** - Good

**Experience**

2016 - 2022 **Head of Product Manager, E-commerce Product**, **Discrete**

*International* ***eCommerce*** *platform for cutting-edge design products*

* **Built and launched** highly successful international **eCommerce platforms** from planning to implementation (**Joomla, PHP**).
* **Integrated payment gateway**, inventory, and invoice systems into the websites
* **Defining and leading** the product and **features** from **A to Z.**
* **Managed product development** throughout its **product lifecycle** from defining the product vision and **strategy** based on market research and customer needs.
* Creating **wireframes**, **mockups**, and **prototype designs**.
* Define **KPIs**, oversaw and prioritized **product development** and launch, prioritized product improvements based on data and insights.
* **Executing MVP from POC** to launch on mobile & desktop versions.
* Overseeing and co-planning design **UI/UX** of the customer's journey.
* **Prioritizing problems and solutions**, while having both user and business goals in mind.
* Conducting **A\B tests & user research** on marketing campaigns and sponsored content.
* Creating ongoing **market research**, competitive analysis, and continuously positioning the product.
* Constantly using different metrics to further explore and improve customers' behavior and needs with **Hotjar**, heat maps, and **Google Analytics.**

2009 - 2015  **Senior** **Project Manager, Animi Causa**

* **Lead** **cross-functional teams of 5-10 members,** including Developers, Marketing, Customer Service, and Design.
* **Increased** revenue within a month by **$0.5M** by implementing new features.
* **Grew** the subscriber base by more than **100% MoM** (up to **100K users** and **1M visitors**)
* Experienced in developing the **international** **marketing strategy**, Digital Marketing (PR, online content marketing, affiliate programs, SEO activities, PPC, email marketing, social media)
* Developed **strategic partnerships** on a performance-based reward (CPA) to increase brand awareness and leverage sales.
* **Implemented automation of digital workflows** to reduce time spent on repetitive manual tasks and improve productivity.
* Working closely with the **R&D**, **UX/UI teams**, and customers; managing product Go-live including data migration.
* Experience with **B2C** products

2003 - 2009 **Product Manager, Design** **S2A**

* **Co-founded** a product development, and design company.
* **Designed, developed and produced** unique and **innovative products** from concept to production stage.
* **Developed** the business and products, production processes, and company operations.
* **Mechanical design development**: project manager, from design to working mold.
* **Managing the production process** with subcontractors
* **Logistics management** including import and export processes and strategic sourcing.
* **Business development**, negotiations with potential distributors, vendors, and subcontractors.
* Participating in **international trade shows** (i.e. Milano, Koln, Paris, Stockholm, Tokyo, Los Angeles).
* Collaborated with **Google**, **L’Oreal**, **EA Games**, LACAMALab, **UCLA**, **Issey Miake**, **UNICEF** and **Boris Becker.**

**Education and courses**

1999 - 2003 **B.Sc Design and Technology,** Tel Aviv University

2022 **Product Manager Course,** Udemy

2022 **Cloud Course,** She codes

* **Databases** on the Cloud, **Services** (CLI, application development **SDK**)
* Application Lifecycle Management, Cloud Deploy Process (**CI/CD**)

2021 **Final Project -**  **JAVA**, **React,** **Postman, Springboot, PostgreSQL,** She codes

* Build, design, and code a product using various tools and programming languages

2021 **Module Git Course,** She codes

* Learning to manage and maintain software products in both single and team development environments.

2021 **Java Course -** Basic **Java**, **OOP**, Error handling, and **data structure,** She codes

**Military service**

1993 – 1995 Soldier-teacher, Karmiel Children and Youth Village, IDF

**Software skills**

**SQL**, **Cloud**, Postman, Git, **Java**, React, **Jira**, **Figma**, Photoshop, **UI**