Keren Vaizberg -Shriki

Contact

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About Me

Technological Product Marketing Manager (PMM) with a unique fusion of a B.Sc. in Computer Science (partial) and a background in Visual Design (Shenkar). I bridge the gap between complex R&D architectures and market-facing strategies. Proven track record in leading end-to-end digital projects, optimizing performance data to drive engagement, and improving operational efficiency to meet ambitious business goals. A "Full-Stack Marketer" capable of driving data-led growth while independently crafting world-class marketing collaterals

Skills

Marketing & Product Strategy

- GTM Strategy: End-to-end strategy planning and product feature launches.
- Growth & Optimization: User Acquisition (UA), Funnel Optimization, and CPA reduction.
- Market Insights: Deep-dive Market Research, Competitive Analysis, and Product Positioning.
- Performance Marketing: Data-driven channel allocation, ROI tracking, and performance testing.

Technical & Analytical

- Engineering Literacy: Strong technical foundation from B.Sc. studies; adept at communicating with R&D and Engineering teams.
- Web Technologies: Working knowledge of HTML & CSS, Web Asset Preparation, and Responsive Design.
- Data Led Decision Making: Analyzing system data and performance metrics to drive product improvements.

Creative & Design

- Expert Design Tools: Advanced proficiency in Adobe Photoshop and Illustrator.
- UI/UX Design: Experience in Figma and Axure, including UI component design for operational systems.
- Visual Storytelling: Translating marketing strategies into high-converting visual narratives and cross-platform creative assets.

Languages

- English (Native)
- Hebrew (Native)
- Russian (Fluent)

Education

- B.Sc. in Computer Science, Hadassah Academic College, Jerusalem | 2020-2022 Completed 2 out of 3 years of the degree
- Business Program, Fulda University of Applied Sciences, Germany | 2022
- B.F.A. in Design & Visual Arts, Shenkar College, Ramat Gan | 2016 -2020
- UX/UI Certification (Adobe Illustrator, Axure) Bezalel Academy of Arts and Design

Experience

Graphic Designer & Digital Marketing
Glam42, Petah Tikva   2024 - 2025

- Designed visual assets for websites, operational systems, and e-commerce platforms.
- Created UI components, banners, layouts, and digital visuals aligned with brand guidelines.
- Produced web-optimized graphics and supported front-end teams with precise design specifications.
- Strategized and produced high-converting marketing collaterals, ensuring visual brand consistency while focusing on business KPIs and performance goals.
- Bridged the gap between creative vision and technical execution, working closely with developers to ensure seamless implementation of marketing assets and tracking tools.

Product Marketing Manager
Yango (Yandex Taxi) Tel Aviv   2022 - 2024

- Led end-to-end Go-to-Market (GTM) strategies for new product features, resulting in a 28% increase in user adoption within the first quarter of launch.
- Conducted deep-dive Market Research and Competitive Analysis to refine product positioning, successfully identifying and penetrating three untapped market segments.
- Collaborated directly with Product and R&D teams to translate complex technical roadmap items into clear, benefit-driven messaging for global audiences.
- Optimized User Acquisition funnels by analyzing performance data and iterating on marketing campaigns, achieving a 19% reduction in CPA (Cost Per Acquisition).
- Managed high-scale marketing budgets, ensuring maximum ROI through data-driven channel allocation, performance tracking, and rigorous A/B testing.

B2B Support Engineer and Operations Support
Aniview (CTV/OTT), Tel Aviv   2021-2022

- Managed technical projects for global clients, including diagnostics, documentation, and complex issue resolution.
- Coordinated between Engineering, Product, and Support teams to improve system performance and UX.
- Tracked tasks, timelines, and stakeholder expectations while resolving complex technical issues.
- Produced structured reports and analysis based on system data and customer requirements.

Visual Design Apprentice during my studies at Shenkar
Gravity, Tel Aviv   2019

- Designed visual materials for advertising campaigns and digital platforms.
- Worked with major brands (such as Samsung) to create high-quality graphic content.
- Developed strong Photoshop and Illustrator expertise through hands-on production tasks.
- Conceptualized and executed high-impact visual assets for cross-platform advertising campaigns, ensuring brand alignment and driving user engagement across all digital touchpoints.