

## SHANI WOLF

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Marketing leader with 17 years across B2B SaaS, AI and enterprise brands. I build data-driven growth engines, turn messy stacks into predictable revenue and lead teams from zero to double-digit ARR. Managed global budgets of \$3 M+, won an Effie and delivered 40 % budget savings through smarter MarTech.



## EXPERIENCE

### **Fractional CMO & Growth Ops Advisor** | 2024 – Present

- Own GTM, MarTech and revenue architecture for seed–Series B startups
- Cut 30 % tool waste and tripled qualified pipeline within 90 days
- Built “AI Famous” and “Growth Leak Detector” playbooks adopted by six founders
- Lead three-person remote squad (content, ops, design)

### **Global Director – Marketing Operations** *Kramer Electronics* | 2021 – 2024

- +62 % MQL conversion, +48 % lead velocity, +28 % team productivity
- Unified HubSpot + Salesforce; attribution accuracy ↑ 91 %
- Re-launched corporate site: engagement ↑ 40 %, traffic ↑ 75 %

### **Product Marketing Manager** *MySize ID* | 2018 – 2021

- Enterprise sales ↑ 25 %; CAC ↓ 25 % via ABM play
- Drove MAU ↑ 110 % with global thought-leadership campaigns

**Head of Social & Influencer Marketing** *McCann Valley | 2014 – 2017*

- Built agency's first influencer division ; Effie-winning **VEET**
- Managed team of 3; delivered full-funnel social strategies for top CPG brands

Earlier: Talent-acquisition lead in tech and foundation for high-impact team building

COMMUNITY & VOLUNTEERING

Mentor and director of marketing **Give & Tech** (2020–present) – tripled media reach with organic content

Founder, **Women Marketing Leaders** community

Lecturer – **Google Reichman Digital Marketing**, ScaleOps Accelerator, Michal Sela Labs

EDUCATION & CERTIFICATIONS

B.A. Behavioral Science (Honors), Peres Academic College

Product Marketing Alliance – Positioning & Messaging

HubSpot • Salesforce Admin • GA4 • Make / n8n • Typeform • many more

AWARDS

Effie Award – **VEET “Influence That Sells”** campaign

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