



050 - 6009190

akehila2@gmail.com

Team player / Lead
Data & Results driven
Proactive, Self starter,
Flexible, Communicator,
Fun person :-)

MARKETING SKILLS

Research > Strategy >
hands-on execution >
Performance analysis

Digital

LinkedIn, YouTube, TikTok,
fb/Instagram, Outbrain, GDN,
Google Ads, SEO, SEMRush,
Google Analytics, Webinars,
emails

Offline

Tradeshows, meetups

Automation

HubSpot, Priority, SAP

SKILLS

SQL programming



Excel



Tableau



Python



Statistical knowledge



HubSpot



English - Fluent, Professional
Hebrew - Native

ANAT KEHILA

DATA ANALYST | EXPERIENCED MARKETING MANAGER

Experienced B2B Marketing manager with proven track record of analyzing data and performance. **Passionate about the power of data to elevate and improve the accuracy of the Business/ Product/ Operations objectives and their respective outcomes.**

Systemic business and product mindset combined with analytic approach: In-depth analysis of the market, competition, trends, target audience as well as technological advantage, potential need and the market fit.

Worked with R&D, Product, Marketing, Sales, C-level, Customers, Vendors.

EXPERIENCE

- 2022- 2022**
Xtra-Mile
Marketing Agency

Marketing Manager - Account manager
Managed the marketing strategy and performance analytics of global marketing campaigns and efforts of B2B accounts. Awareness- Lead Generation- Nurturing- SQL's funnel, using ABM, digital best practices, 40K\$ monthly budget.
- 2021-2021**
Self employed

Marketing associate
Built a marketing workflow operations and digital presence for startup companies.
- 2019-2020**
Hardenite
(Seed Start-Up)

Marketing Manager
Established marketing operations for launching new Linux OS security software. Generated awareness, soft leads and Sales
- 2016-2018**
Trivium Solutions
Linux/ RT
Embedded

Marketing Manager
Established marketing & Sales operations Scaled awareness, lead gen., and Sales
- 2009-2014**
Interlligent
RF & Microwave
Solutions

Marketing Manager
Established the Marketing operations that placed the company as a market leader. Built digital and offline footprint ,brand awareness,, sales funnel.

EDUCATION AND CERTIFICATIONS

Data Analyst
Certification

Analiza Intelligence-cyber-data college

Analyzing data sets using SQL programming. Tableau dashboards, Statistics implementation. Excel - Pivot charts/ tables, VLOOKUP, functions. Python programming fundamentals.

**Cyber risks-
fundamentals**
Certification

Technion

Networking, Vulnerability management, SIEM_SOC, Encryption, IR, Forensics etc.

Product Manager
Product Manager
Certification

Pragmatic Institute
Technion

MBA
B.Arch

Marketing, Reichman University
Architecture & Urban planning, Technion