

Dana Ephrat Growth Marketing Manager

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Hands-on Growth Marketing Manager with experience building and running full-funnel programs that drive real pipeline and revenue. Leads and executes paid acquisition, audience targeting, and lifecycle campaigns, working closely with sales to turn demand into a qualified pipeline and long-term growth.

EXPERIENCE

Oktopost, Growth Marketing Manager 2024 – Present

- **Performance Marketing & Paid Acquisition:** Planned, executed, and optimized B2B paid campaigns across Google Search, LinkedIn, and Facebook, with a strong focus on budget efficiency, CPL reduction, and continuous conversion rate optimization.
- **Full-Funnel Growth & Analytics:** Owned end-to-end funnel performance from lead to opportunity, continuously testing and optimizing conversion paths, resulting in a **50% increase in leads and MQLs and a 30% growth in open sales opportunities.**
- **Lead Management & Sales Alignment:** Defined and implemented MQL and SQL criteria across the organization, improving lead quality, prioritization, and alignment between marketing and sales.
- **Lead Nurturing & Lifecycle Programs:** Built and executed multi-segment lead nurturing programs to re-engage prospects and move them through the funnel, achieving a **60% conversion rate from demo requests to sales opportunities.**
- **Lead Scoring & Pipeline Optimization:** Designed and applied lead scoring models to surface high-intent leads, improve sales efficiency, and accelerate pipeline progression.
- **Content, Creative & Design:** Owned the full creative cycle across paid and lifecycle initiatives – including ad and email copywriting, creative concepts, and design – ensuring consistent, performance-driven messaging.
- **AI-Driven Optimization:** Used AI tools to support campaign analysis, copy development, and ongoing optimization, enabling faster testing cycles and more efficient execution.

Xtra mile, Digital Marketing Manager & Team Lead 2021 – 2024

- **Strategic Planning:** Developed digital marketing strategies for tech clients across LinkedIn, Google, Meta, and X, driving measurable growth in engagement and lead quality.
- **Analytics & Optimization:** Used Google Analytics to analyze traffic and user behavior, using these insights to optimize campaign performance and inform strategic decisions.
- **Research & Analysis:** Conducted competitor and market research to identify trends and audience insights, ensuring all campaigns were data-driven.
- **Team Leadership:** Managed a team of four campaign managers, focusing on professional development and implementing growth programs to improve team performance.
- **Results & Impact:** Improved the digital presence and marketing ROI for high-profile clients, including Sapiens, Afimilk, Essence, Atera, and Allcloud.

Just Digital, Campaign Manager 2020 – 2021

- **Campaign Strategy:** Developed and implemented paid search and Google campaign strategies, focusing on scaling accounts effectively while hitting key KPIs.
- **Optimization & Growth:** Conducted ongoing experiments and A/B tests to uncover growth insights and improve campaign conversion rates.
- **Technical Integration:** Utilized Zapier, Google Tag Manager, and WordPress to streamline workflows and enhance overall campaign tracking and performance.

Hashtag Baby, Founder & Manager 2015 – 2020

- **Strategic Planning & Execution:** Defined and executed marketing strategies from branding and positioning to tactical implementation.
- **E-commerce Management:** Built and managed e-commerce stores on Wix and Shopify, optimizing PPC campaigns for increased engagement, traffic, and conversions.

Seeon Content, Marketing Department Manager 2017 – 2019

- **Department Establishment:** Established and managed the marketing department for the book division, leading strategy development and execution.
- **Cross-functional Collaboration:** Collaborated with writers, graphic designers, editors, and translators to produce high-quality content.

Target Market, Account Manager & Supervisor 2012 – 2015

- **Campaign Management:** Managed promotional campaigns in POS, trade, and direct marketing sectors.
- **Team Supervision:** Supervised the direct marketing department, overseeing field managers and addressing real-time issues.
- **Client Relationships:** Worked with top-tier brands including Coca-Cola, Unilever, Strauss, and Kimberly-Clark.

EDUCATION

Bachelor of Arts (BA), Sapir Academic College 2007 – 2010
Communication

SKILLS

Lifecycle Marketing

Creative Strategy

Lead Generation

Team Leadership

Strategic Planning

Paid Campaigns

Salesforce

LinkedIn Ads

Google Search

LANGUAGES

Hebrew

English