

Robin Nussbaum | Resume

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Languages: English – Native/Mother Tongue; Hebrew – Intermediate conversational

Summary:

I am a **Product Marketing Manager**, with 18 years of experience gained in innovative and technological multinational organizations. I've developed expertise in marketing and communications, content for demand generation, web analytics, and pricing analysis. I'm proficient in developing product positioning and messaging, ICP and persona creation, driving go-to-market (GTM) strategies, and creating impactful marketing content. Furthermore, I have experience in building competitive intelligence frameworks and collaborating with cross-functional teams.

Career Progression:

Product Marketing Manager—March 2022 – Present

Gravyty – Community & fundraising digital platforms (SAAS) (Ed-Tech + fundraising)

Go-To-Market (GTM): Spearheaded product tiering to improve GTM strategy and enable cross-functional collaboration. Recognized with the 'Ownership' Employee Award 2023 for driving cross-functional success.

Competitive Intelligence: Built a Competitor Insight model from scratch, enhancing competitive differentiation and improving internal market understanding.

Product Positioning & Messaging: Defined targeted value propositions and messaging for five product lines across three verticals, leading to increased product clarity and adoption.

Thought Leadership: Created thought leadership content (white papers, data sheets, blogs, presentations) to establish authority in the fundraising tech space and support sales enablement initiatives.

Sales Enablement: Developed sales enablement content (sales decks, playbooks, battle cards, and competitive comparison sheets) to empower the sales team and reduce sales cycle times.

ICP and Persona Creation: Led ICP and persona development following a rebrand and the acquisition of new technologies. Updated and deployed personas across business functions, driving more targeted marketing campaigns.

Marketing Communications Manager (Digital)— September 2018 – March 2022

Phase One - (Global B2B) Aerial and Drone Camera systems, and software

Full-Funnel Demand Generation: Increased lead generation by 25% through multi-channel campaigns (Google Ads, content marketing, and SEO). Increased newsletter subscriptions by 1000% and grew organic website traffic by 200% y-o-y (2019-2020).

Website Optimization: Led a full migration to WordPress, improving UX, content, on-site engagement, and search rankings.

Content Hub Creation: Built an interactive case studies hub, which increased inbound lead quality by surfacing use cases and case studies for potential buyers.

Marketing Automation & CRM: Managed CRM automation (Marketo to ClickDimensions), enabling smarter segmentation and streamlined email marketing. Enhanced lead qualification and MQL nurturing efficiency.

Communications & Messaging: Directed internal and external communications across the full marketing funnel, ensuring a unified brand voice across campaigns, events, and media activities.

Marketing Communications Manager— October 2017 – August 2018

Atlantium Technologies (Israel) - (Global B2B) Water technologies

Event & Trade Show Marketing: Planned and delivered high-impact marketing programs for industry trade shows and events, contributing to lead generation and brand exposure.

Product Marketing and Pricing Specialist—October 2012 – December 2016

RS Components (South Africa) - (Global Online B2B) Electrical, industrial products

Business Development Manager—March 2010 – September 2012

Buffalo Executape (pty) Ltd. (South Africa) - Printing, medical and smart card

Product Marketing Manager and New Product Intro – July 2004 – February 2010

3M South Africa - (Global B2B) Telecommunications, Electrical + Mining Markets

Education:

PDM (Postgraduate Diploma in Management) Business Administration - Wits Business School.

Bachelor's Degree (BA) Corporate Communications & Psychology – University of Johannesburg

Certificates: Marketing Leadership & Development – *Indiana University Kelly School of Business*; Business Systems Analysis; WordPress; social media; and Programme in E-Marketing.

References: Ziva Razon – VP Marketing Phase One - +972 54-777-0705 - ziva.razon@gmail.com ,
Asaf Shalom – Global VP Product Gravyty - +972 54-544-2303 – shalom.asaf@gmail.com