

MEITAL MANOR / Product, Design & Marketing

With 5+ years in e-commerce and fintech, I specialize in a fusion of product, UX/UI design, and marketing. Skilled in managing product lifecycles, executing digital strategies, and optimizing user experiences, I drive measurable growth. Proficient in cross-functional collaboration and data-driven decision-making, I leverage tools like Google Analytics for insights. My expertise lies in crafting seamless experiences that exceed user expectations in dynamic online environments.

Work Experience

Product Designer & UX/UI Designer

Jan 2022 - Today

Nuvei - Digital Payment Solution, Tel Aviv

- Conducted user research, competitive analyses, user interviews and usability test to make data-driven design decisions, ensuring user-centric and competitive product outcomes.
- Design of complex systems and B2C/B2B products, demonstrating proficiency in UX/UI design and a strategic alignment with business objectives.
- Collaborated closely with product managers and development teams to refine Product Requirement Documents (PRD) user stories and use cases contributing to the enhancement of requirements definition and the optimization requirement and product business needs.

eCommerce Manager & Brand Manager

Dec 2020 - Jan 2022

Kaufman Group, Rosh Haayin

- Led the successful establishment of 'Napo,' a new e-commerce site, from ideation to launch, overseeing its entire life cycle with a strategic emphasis on marketing, CRO and UX/UI.
- Conducted a data-driven redesign of the existing 'House of Marley' online website, focusing on improving conversion rates, customer experience, and logistics processes.
- Effectively managed digital budgets and digital marketing campaigns, strategically enhancing SEO, SEM, and Social Media Marketing strategies. This approach led to a successful launch and continuous growth in ecommerce website and offline store sales.
- Led end-to-end operations, overseeing web development, customer service, digital marketing, supply chain logistics, inventory, and sales management for efficiency.
- Used Google Analytics and other tools for ongoing CRO and user experience improvements, conducting regular A/B testing for actionable insights.

eCommerce Manager

May 2019 - Dec 2020

April Cosmetics & Perfume Chainstore LTD, Herzliya

- Managed end-to-end the company's eCommerce site, ensuring seamless operations and optimizing user experience that Successfully led to 150% increase in shopping online revenue.
- Develop and execute digital marketing strategies, including SEO, SEM, email campaigns, and social media marketing, resulting in a 60% increase in online sales.
- Manage product listings, new product launches, pricing, sales, promotions, and inventory to maximize profitability and customer demand.
- Collaborate with cross-functional teams, including marketing, IT, customer service, freelance, and studio to streamline processes and improve overall efficiency.
- Conduct analysis and research using analytical tools to derive insights for ongoing improvements in conversion rate and customer experience in online shopping.

Education

Product Management & Innovation, Professional Certification

Dec 2023 - Apr 2024

Technion - The School Of Continuing Education

UXV Certification Program, Professional Certification

May 2021 - Sep 2021

John Bryce College

UX/UI Interaction Design, Professional Certification

Nov 2018 - Jul 2020

Holon Institute Of Technology

eCommerce Manager, Professional Course

Fab 2020 - Jun 2020

Digital-IL Center For The Ecommerce & Digital Professions

B.P.T Degree in Physical Therapy

Oct 2011 - Aug 2015

Zefat Academic College

*Confidential

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Skills

E-Commerce Operations

Digital Marketing Strategy & Managing

Go-To-Market Strategy

Market Research & Competitive Research

Cross-Functional Team Collaboration

Brand Management

Content Creation & Copywriting

Wire Frames & Prototyping

Data Analysis & Insights

Product Development

User Experience (UX/UI) Design

Social Media Management

Experienced With SEO, SEM, PPC

Marketing Automation

Website Optimization (CRO)

New Product Launch

Budget Management

A/B Testing and Optimization

Tools

Wordpress | Hotjar | Google Analytics

Similarweb | Semrush | Facebook Ads

Google Ads | Active Trail | Flashyapp

Figma | Azure | Excel | ChatGPT | PowerPoint

Copilot | Elementor | Amplitude | Mailchimp

HTML | CSS | Canva | Sap | ChatGPT

Volunteering

Shopping IL Community Manager At Facebook manage group, organize webinars, events, created newsletter strategy, and more.

Language

Hebrew Native English Proficient

Military Service

Commander of an observation team.