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Education:

2007: Graduated from Brenner High School in Givat Brenner.
Majoring in Theater
Majoring in Psychology
Majoring in Computing

2009: Completed a six-month Marketing and Advertising course at the "Habetzefer" school in Tel Aviv.

2014 - 2016: Enrolled in a Diploma program in Music at the Eastern Music Center in Jerusalem.

2018-2021:
Bachelor Degree
Cambridge University
Business and Management

Military Service:
Combat Hammer Operator.

Hardoor Sliding Wardrobes (2009 - 2017): **Marketing & Sales Management**

Started as a sales associate at the Design Center branch in Ramat Gan and managed the branch for two years.
Successfully established 5 of the company's 7 branches (Istanbul, Beer Sheva, Haifa, Netanya, and Jerusalem).
Led branches operations and management, including business development, sales, customer support, and employee training.
Planned and Implemented a CRM (Salesforce) and orchestrated marketing and sales processes.
Pioneered the establishment of a branch in Istanbul, involving recruitment, market analysis, marketing strategy, and sales system implementation.

SEEYOU (2015 - Present): Mirrors Design Boutique Business **Founder**

A boutique business specializing in mirrors design.
Designing: Played a central role in the design process, conceptualizing and creating unique mirror designs that catered to a diverse range of tastes and preferences.
Developing External Manufacturing Product Line: Expanded Seeyou's product line by collaborating with external manufacturers.
This involved sourcing materials, liaising with manufacturers, and ensuring the quality and consistency of products.
Online Shop: Established and managed an worldwide online shop platform

SolidRun (2019-2023)- a global leading developer of embedded systems and network solutions **Product Marketing Manager**

Developed and orchestrated impactful product Go-To-Market strategies.
Maintained a close working relationship with the CEO, effectively serving as the "right hand" in various critical aspects of the company's operations.
Build and interpret dashboards, ensuring accurate data pathways and creating reports for the management team.
Collaborated with the CEO to manage the product development roadmap, ensuring alignment with company goals and objectives.
Ongoing communication with sales and R&D departments.
Managed an in-house marketing team and freelancers worldwide.
Led the implementation project of CRM (SalesForce) for the company.
Drove planning and execution of new product launches.
Initiated, characterizedg designed, and executed online assets such as the website, community forums, and developer online tools.
Produced various forms of digital content, including video series, webinars, images, 3D models, articles, white papers, graphic ads, technical files, and charts.
Designed, managed, and produced exhibitions.
Collaborated with the CEO to create pitch deck approaches for investors.
Worked on developing the customer support department, including creating a clear structure defining roles and responsibilities, executing and implementing systems, and managing this department in collaboration with the CEO.
Led the office relocation project, including negotiation, contract handling, and design based on each department's requirements (700 square meters for 40 employees).

Shirat Halev (2023 - Present): Israeli NGO **VP of Marketing & Fundraising**

Shirat Halev is an Israeli NGO focused on supporting young women from ultra-Orthodox communities.
The organization provides safe housing, education, vocational training, and empowerment programs to help these women build better futures and break free from challenging circumstances.
Marketing Management: Oversee marketing strategies to raise awareness and support for the organization.

Fundraising: Secure funding from private donors and international funds to sustain the organization's mission.
Apartment Expansion: Establish new apartments for young women in need, providing them with housing.
Empowerment Programs: Develop programs to empower and support the young women, including education and vocational training.
Financial Planning: Manage financial planning and budgeting to ensure efficient resource allocation.

Empowering Women's Projects: **Founder**

Amazones Eco Land (2022-2023):

Spearheaded a significant initiative called Amazones Eco Land within the ambit of empowering women.
My responsibilities encompassed establishing the brand from scratch—creating the logo, developing the website, and curating engaging content.
I also conceived and executed the Go-To-Market (GTM) plan, which successfully fostered a vibrant community, both online through our social platforms and offline through hosting empowerment events. This orchestrated effort not only bolstered self-belief and engendered a positive outlook among participants but also led to the hosting of over 500 women from around the globe within a year, a milestone that underscores the project's global reach and resonance.

"Beyond the Mirror" Workshops (2021-2023):

Initiated empowerment-focused workshops designed for young women.
Developed a program spanning 16 weekly 4-hour sessions over 4 months, aimed at unveiling talents, building confidence, and facilitating integration into the professional world.

Personal traits:

Leadership: Ability to inspire and guide a team towards achieving organizational goals.

Strategic Thinking: Capacity to analyze complex problems and develop innovative solutions that align with business objectives.

Effective Communication: Proficiency in conveying ideas and information clearly and persuasively, both verbally and in writing.

Adaptability: Skill to respond quickly and effectively to changes and challenges in a dynamic business environment.

Creativity: Talent to generate novel and innovative ideas, approaches, and solutions that differentiate the organization and drive growth.