

NITZAN BECK

Bay Area, CA | [linkedin.com/in/nitzanbeck](https://www.linkedin.com/in/nitzanbeck) | Bilingual: English (native) & Hebrew (native)

Marketing leader with 10+ years scaling B2B and B2C companies across Israel and the US. Track record of building marketing functions from zero, driving GTM for new markets, and landing tier-1 press (WSJ, Fast Company, CNN, TechCrunch). Deep experience in fintech, drones/data analytics, and SaaS. UC Berkeley graduate, fluent in both US and Israeli tech ecosystems.

EXPERIENCE

Senior Product Marketing Manager

August 2023 · March 2026

Remitly · B2C Fintech (migrant remittances)

- Owned end-to-end GTM for multiple revenue-generating products, from positioning and messaging through launch execution and performance measurement
- Drove iOS and Android app to **Top 5 ranking in Finance category** through ASO strategy, keyword optimization, and conversion rate testing
- Built and scaled influencer and affiliate programs from scratch, merging performance marketing with brand storytelling to drive measurable acquisition
- Developed AI-powered marketing workflows that automated customer segmentation, personalized messaging pipelines, and value proposition testing · reducing campaign iteration cycles and improving conversion rates
- Structured full-funnel campaigns across awareness, consideration, and demand, aligning messaging, creative assets, and channel strategy into a cohesive customer journey

Senior Digital Marketing & Demand Generation Manager

January 2023 · August 2023

Base.AI · B2B AI Platform

- Rebuilt acquisition funnel from scratch: tested new channels, optimized conversion rates, and established repeatable lead generation playbooks
- Led multi-touch demand creation programs combining inbound content marketing with targeted outbound campaigns to drive pipeline creation
- Established sales-marketing feedback loop that improved lead quality scoring and accelerated pipeline velocity

Fractional Head of Marketing / Product Marketing Consultant

September 2021 · December 2022

Independent · 6+ engagements across cloud, cybersecurity, fintech, and privacy

- Served as fractional marketing leader for early-stage startups, owning GTM strategy, product positioning, and content creation for product launches
- Overhauled demand generation programs for multiple clients, improving LTV/CAC ratios, pipeline creation, and conversion rates
- Created full-stack marketing collateral: one-pagers, email sequences, webinars, pitch decks, blog content, and internal sales training materials

Head of Marketing

August 2019 · September 2021

Airobotics · Automated Drone Platform & Data Analytics (Series C, \$100M+ raised)

Promoted from Marketing Manager. Built and led the marketing function across a 5-year tenure.

- Defined and executed GTM strategy for **3 new territories** (Australia, Texas, Arizona), including positioning, partnerships, demand generation, and PR
- Planned, orchestrated, and represented the company at **10+ international tradeshows** (Australia, Spain, US), including live demos of \$100K+ automated drone systems
- Drove executive thought leadership program that positioned CEO and CTO as recognized voices in the drone and data analytics space
- Owned investor-facing materials: pitch decks, strategic narrative decks, and data room collateral

Marketing Manager

September 2016 · July 2019

Airobotics

- Secured tier-1 media coverage in **WSJ, Fast Company, CNN, Wired, Bloomberg, and TechCrunch** through proactive media outreach and relationship building
- Won major industry recognition: WSJ "Top Tech Companies to Watch," Fast Company "Most Innovative Companies," Frost & Sullivan "Global Product Innovation Award," Edison Award
- Developed global brand positioning, identity system, tone of voice, and creative asset library from the ground up
- Strategized and wrote award submissions that drove recognition from globally renowned programs

Online Marketing & SEO Specialist

November 2013 · October 2015

Wix.com · Website Builder Platform (NYSE: WIX)

- Grew WixStores eCommerce SEO market share from **2% to 20% in 3 months** with measurable CTR improvement in a saturated competitive market
- Achieved **Top 5 SEO ranking** for Wix.com's Domain Name Search product
- Orchestrated SEO, content, and social media optimization for Wix.com's **2015 Super Bowl marketing campaign**

SKILLS

Marketing	GTM Strategy, Product Marketing, Demand Generation, ASO/SEO, PR & Media Relations, Content Strategy, Brand Positioning
AI & Data	AI-driven marketing workflows, Google Analytics (expert), Firebase, Amplitude, HubSpot, Salesforce, SQL
Paid & Growth	Google Ads, Facebook Ads, LinkedIn Ads, Influencer & Affiliate Programs, Conversion Optimization
Tools	HubSpot, Braze, Customer.io, Figma, Adobe Creative Suite, Pitchbook, Crunchbase, ZoomInfo

EDUCATION

Reichman University (IDC Herzliya) · M.A. Communication & New Media	In Progress (2026)
University of California, Berkeley · B.A. Political Economy	2012
Phi Theta Kappa Honor Society	