

ROYI BERKOVITZ

Marketing & Growth Leader

Summary

Marketing and growth professional with 8+ years of experience building and owning end-to-end marketing systems, from strategy to execution and optimization. At Huliot Storage Solutions, built the marketing infrastructure from the ground up, including brand, lead pipeline, and CRM automation. Managed 5,119 leads, achieved 5.18x ROAS, and reduced the sales cycle from 27 to 14 days. Sets the strategy, then builds the systems to execute it.

EXPERIENCE

Project Lead, Brand & Growth | Web3D | 2025–Present

- Manage website projects end-to-end: UX discovery, wireframing, design oversight, rebranding and branded materials
- Redesigned lead qualification approach for a 5-branch academy, improving lead quality for sales
- Generated approximately \$150,000 in upsold branding services by identifying client needs beyond scope

Marketing Manager | Huliot Storage Solutions | 2022–2025

- Built the company's entire marketing infrastructure from zero: brand, website, pipeline, content system
- Diagnosed the sales bottleneck as post-lead handling, not lead volume. Built and trained a dedicated lead-qualifier role
- Built a full sales automation system: follow-up sequences, status-triggered reminders, retention flow for lost leads
- Conceived and produced 17 client testimonial videos that became the highest-converting content in the marketing mix
- Managed Google and Meta paid campaigns; identified an agency plateau, built the case, and switched strategy

5.18x
ROAS

5,119 leads
managed

12% avg.
conversion

sales cycle reduced from
27 to 14 days (48% faster)

\$580K+ in reported revenue
for first-time client orders

In-House Designer & Freelance | Various | 2019–2022

- Sole or lead designer across signage, lifestyle brand, and agency roles while transitioning into integrated marketing

Designer & Growth Support | Alisa Sheinson LightArt Studio | 2018–2020

- Rebuilt the studio's digital presence (website, narrative, social) and built a newsletter system achieving ~25% open rates

Operations Manager | EL AL Security, Romania | 2013–2017

- Managed a 12-person cargo security team and scheduling for 60+ staff across three airlines while studying.

Retention & Marketing Associate | eTeacher Group | 2010–2011

- Grew a key affiliate's monthly revenue from \$2K to \$5-6K. Recovered lost revenue via a legal partnership on a billing gap

EDUCATION

B.A. Communication & Management | The College of Management Academic Studies | 2007–2011, Israel

Graduate Studies in Communications & Business Administration (Partial) | ASE Bucharest | 2014–2017, Romania

UI/UX Design Diploma | Holon Institute of Technology (HIT) | 2017–2020, Israel

SKILLS & LANGUAGES

Marketing | Paid media, CRM automation, funnel design, A/B testing, email marketing, promo video production & copy

Design & Web | Figma, Photoshop, Illustrator, InDesign, Wix, WordPress, Framer, Shopify, Filmora, Canva

AI & Automation | ChatGPT, Claude, Midjourney, Fal AI, prompt design, API integrations, workflow automation

Languages | Hebrew (native), English (fluent), French (conversational)