

ROYI BERKOVITZ

Marketing &
Growth Designer

Philadelphia area, PA | Open to Hybrid / Remote

Summary

Growth-focused marketing professional with 8+ years of experience building systems that turn brands into revenue engines. I combine paid media, sales funnel design, CRM automation, A/B testing, and content production, and I design everything that supports them. At Huliote Storage Solutions, I built the entire marketing infrastructure from zero, managed 5,119 leads through the pipeline, achieved 5.18x ROAS, and cut average deal closure from 27 to 14 days. I build systems, bring people into them, and drive results that exceed the target.

EXPERIENCE

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

- Manage full website projects from client brief to launch, including UX characterization, wireframing in Figma, and design oversight
- Redesigned lead qualification approach for a 5-branch academy: proposed shorter intake forms paired with a structured qualifying questionnaire, improving lead quality for the sales team
- Generated approximately \$150,000 in upsold branding services by identifying client needs beyond the original project scope
- Built a Figma component system with variants to reduce design-to-delivery time across all client projects
- Created project budget tracking system monitoring hourly allocation and usage across accounts
- Identified opportunities to elevate client websites through video and AI-enhanced visuals, pitched the concept, and produced the assets

5.18x ROAS | 5,119 leads managed | 12% avg conversion | deal closure period improved from 27 to 14 days (48% faster) | \$580K+ in reported revenue for first-time client orders

Marketing Manager | Huliote Storage Solutions | 2022–2025

- Built the company's entire marketing infrastructure from zero: brand, website, sales pipeline, and content system
- Identified the real bottleneck in the sales process, not lead volume but post-lead handling, reassigned and trained an existing employee as a dedicated lead qualifier
- Built a full sales automation system: follow-up sequences, status-triggered reminders for both clients and salespeople, post-proposal nudges, and a retention flow for lost leads
- Ran A/B testing across landing pages, ads, WhatsApp messages, and email newsletters to continuously improve conversion

WEB / ECOM

DESIGN

AI WORKFLOW

AUTOMATION / PM

LANGUAGE SKILLS

EN | Fluent in speech & writing.

HE | Native speaker. Taught Hebrew.

FR | Conversational level.

Marketing Manager | Huliote Storage Solutions | 2022–2025

- Conceived and produced 17 client testimonial videos, secured budget from the CEO, directed professional shoots, and edited the final assets. Became the highest-converting content in the marketing mix, backed by data
- Identified an underserved Arabic-speaking client base, proposed and created a full Arabic product catalog to support the sales team and improve accessibility
- Managed and optimized Google and Meta paid campaigns, identified agency plateau, built internal case, and switched agencies and strategy
- Executed an inventory depletion campaign that reduced 36% of stock in 18 months, 6x faster than the annual baseline
- Crisis response: paused all campaigns on October 7th, 2023, proposed and produced employee solidarity content, and ran it as the only active paid ad during the period

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

- Served as sole or lead designer across signage, lifestyle brand, and advertising agency roles, transitioning toward integrated marketing.

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

- Rebuilt the studio's digital presence: website, brand narrative, and social media
- Built a newsletter system achieving ~25% open rates, driving studio visits and high-value sales
- Created a connected content system across website, social, newsletter, and physical space

Operations Manager | EL AL Security (Romania) | 2013–2017

- Managed a 12-person El Al cargo security team at Bucharest airport
- Oversaw scheduling and real-time shift adjustments for 60+ staff members across El Al, Israir, and Arkia flights, including hotel and transportation coordination for traveling reinforcements
- Completed all responsibilities concurrently while pursuing an M.A. degree

Retention & Marketing Associate | eTeacher Group | 2010–2011

- Achieved 40 sales in the first month against a target of 3, and was recruited into the retention team based on performance
- Grew a key affiliate's monthly revenue from \$2,000 to \$5,000–6,000 through strategic collaboration and incentive design
- Identified a revenue loss pattern caused by mid-course credit card cancellations, a billing model gap between US and Israeli markets. Initiated a legal recovery partnership, and recovered tens of thousands of dollars in lost revenue.
- Proposed a merchandise incentive campaign: students enrolling in the Biblical Hebrew course would receive an illustrated biblical-themed t-shirt, reinforcing brand identity and increasing enrollment appeal

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EDUCATION

B.A. in Communication & Management | The College of Management Academic Studies

UI/UX Design Diploma | Holon Institute of Technology - HIT

M.A. in Communications & Business Administration (Partial completion) | ASE Bucharest

INITIATIVES

COVID-19 Mask Project | 2020

- Noticed children resisting masks and identified a design opportunity: masks people would actually want to wear
- Taught myself to sew within a week, purchased equipment, and launched a full illustrated mask brand from scratch with no prior experience
- Sold across eBay, Amazon, Etsy, and an Israeli marketplace, then expanded to physical booths in multiple shopping malls on weekends
- Secured a national television appearance through organic media interest

October 7th Solidarity Merch | 2023

- Two weeks after the attack, identified a need for collective expression and launched a solidarity merchandise line from scratch
- Designed all pieces, built the store, and sold over 1,300 units within weeks
- Donated a portion of proceeds to the hostages support fund
- Products reached customers in the US, UK, Denmark, Germany, Ireland, and Australia
- Two designs were copied by dozens of online stores and physical markets across Israel and the US


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