

Eitan Puzailov

[LinkedIn](#) | puzailov@gmail.com | [050-7468898](tel:050-7468898)

Summary

Senior digital & marketing executive with extensive experience and a strong affinity for technology. Over 17 years, I have managed teams, advanced projects, optimized monetization and conversions, handled high budgets and implemented automation.

Recently, I have focused on AI-driven projects using cutting-edge technologies. My expertise spans digital transformation, performance marketing, and revenue optimization for SaaS, automotive, and tech industries.

Work Experience

2022 – Present

Digital and Marketing Consultant

Providing outsourced digital consulting and management services for several companies:

- **LeO** – SaaS company in **InsurTech** for the US market.
- **Gaia Labs** – SaaS company in **MedTech** for the US market.
- **IGA** – Israel Garage Association.
- **Technological Automotive College** – Developing digital strategy and marketing operations.

2022 - 2023

VP Digital and Marketing (CMOaaS), Ayalon Motors

- Managed the marketing budget, partners, and media.
- Implemented and improved organizational processes.
- Recruited and trained call center agents.
- Built and managed company assets.
- Improved conversion rates and KPIs.

2017 - 2022

VP Digital and Marketing, Automax (public company, \$45m revenue)

- Implemented the company's marketing strategy.
- Managed a marketing budget of 6 million NIS.
- Established and managed a call center with 15 agents.
- Developed business partnerships with media and content providers.
- Characterized and managed the digital transformation within the organization.

//Start of **Digital and Marketing Manager**:

- Managed Facebook, Instagram, and Google campaigns.
- Developed web scraping and automation processes.
- Characterized, built, and managed company assets.
- Managed and analyzed organizational CRM activity.
- Produced marketing materials - ATL / BTL.

2014 - 2017

Digital management and consultant, Majeta

- Established digital assets and monetization strategies.
- Provided digital transformation management and consulting services.
- Managed digital projects, including website development.
- Developed marketing funnels and implemented CRM systems.
- Automated marketing processes using Zapier.

2011 - 2014

Media and Digital Project manager, Intango/RevenueHits

- Managed media campaigns
- Bridged the gap between technical and media teams.
- Analyzed and optimized media campaigns.
- Created and managed digital projects from concept to execution.
- Developed marketing funnels and monetization strategies.
- Managed development and media teams worldwide.
- Conducted A/B testing and optimized campaigns using analytics tools.

2007 - 2011

Head of Helpdesk, McCann TLV

- Managed a team of 5 technicians and support staff.
- Established and monitored communication networks.
- Managed 'Active Directory' and user permissions.
- Maintained and repaired computers (software and hardware).
- Provided technical support for all employees (500+ users).

Tools and Platforms

- Ad. Platforms (Facebook, Google, Outbrain, LinkedIn...)
- Google (Analytics, Ads, AdSense, My Business, Search Console, Tag Manager...)
- AI tools and prompts (ChatGPT, Claude, Midjourney, Revoicer...)
- CRM and CMS systems (bmb, pipefy, Wordpress, Wix...)

Skills

- Excellent interpersonal skills
- Strong leadership abilities
- Creativity and 'out-of-the-box' thinking
- Attention to details
- Broad business insight

Languages

- Hebrew - Native language.
- English - High proficiency.