

Daniel Sela

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Skills and Expertise

- Market research
- Google Analytics
- SEO
- Social Media Marketing
- Google Tag Manager
- Wordpress
- Client Management
- UX design | Axure
- Mobile & Web Platforms

Professional Experience

inManage LTD | Tel Aviv

Product / Project Manager (2018 - 2019)

Management of various products, including web and mobile platforms, in the fields of Automotive, Sports, Lifestyle, Shopping and more. (Clients that I worked with include – Azrieli Group, Mifal HaPais, Groupon (Groo), Maccabi Haifa FC, Autoworks).

- Management of products' entire life-cycle, including research, UX specifications, design, development, QA, launch, and post-launch ongoing optimizations.
- Responsible for collecting and translating client needs and UX/UI designs into highly-detailed functional specification documents.
- Matrix management of designers, developers, and QA, using Agile methodology. Managing up to 6 large scale projects simultaneously.

Maccabi Haifa FC | Haifa

Digital / Project Manager (2016 - 2018)

Management of the club's entire online presence, including a mobile app, official and E-commerce websites, alongside Facebook, Instagram, Twitter and YouTube pages with over 150,000 followers overall.

- Supervision and ownership of the entire development project of the club's new mobile app using an outsource vendor – Goal setting, market research, UX specification, design, and development.
- Formulation of the marketing strategy towards the season-tickets sales campaign (season 17/18) - [Press to watch the campaign.](#)

Baumann Ber Rivnay | Ramat Gan

Account Executive (2013 - 2015)

Management of both online and offline advertising campaigns on various media. Responsibility for the creation of campaigns, starting from the strategic research up to the campaign launch.

Clients I have worked with – Ford, Mazda, Tornado.

Education

- **User Experience (UX/UI)** | Create Academy (2016)
- **B.A in Business Administration / Marketing** | Ruppin Academic Center (2010 - 2013)