Yonatan Reizner

Senior Performance Marketing & Growth Lead

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Professional Summary

Performance marketer managing monthly media budgets of up to $1M, with 10+ years of hands-on experience across global and domestic B2B and B2C markets. Experience spans e-commerce, online education, SaaS and regulated financial services. Combines paid acquisition, funnel optimization and CRM analysis with marketing automation to improve revenue, lead quality and efficiency.

Professional Experience

Hook Digital | Digital Marketing Lead | Nov 2019–Present

Digital marketing agency serving global and domestic markets, formed through the merger of Ron & Debby and Studio Hauser.

- **Media budget ownership:** Manage up to $1M/month in combined agency and consulting media budgets across Google, Meta, LinkedIn and Native; lead three team members while retaining hands-on campaign ownership.
- **B2B acquisition:** Run campaigns for SaaS businesses and recognized global companies, including digital logistics services; connect acquisition, CRM qualification, onboarding and repeat usage.
- **Regulated finance:** Develop acquisition campaigns within financial advertising constraints. Reduced CPL by approximately 35% for a savings product while stabilizing lead-to-meeting conversion around 30%.
- **E-commerce:** Manage purchase campaigns for online courses and consumer products, optimizing creative, landing pages and remarketing against sales, revenue and ROAS.
- **Measurement and automation:** Implement GA4, GTM and Looker Studio reporting; build Make, Zapier and Monday.com workflows for lead routing, CRM updates and campaign reporting.
- **US acquisition and lead generation:** Build acquisition campaigns and automated lead workflows, including property research, enrichment and CRM processes, for a US real estate company specializing in off-market investment properties.
- **US paid media campaigns:** Manage audience targeting and market-specific messaging for a Jewish nonprofit on the US East Coast.
- **Online event campaigns:** Manage paid campaigns, audience targeting, creative testing and performance analysis for an online electronic music event.

Intango | PPC Campaign Manager | Jun 2019–Nov 2019

Global performance marketing business; hands-on Google Ads acquisition for e-commerce products.

- **Global media buying:** Managed Google Ads budgets of $1M/month across Search, Display and YouTube for e-commerce acquisition.
- **Commercial optimization:** Used ROAS and earnings per click to guide bid changes and budget allocation, with a focus on campaign profitability.
- **Account structure:** Built and optimized campaign structures, expanded keywords and adjusted spend across campaigns based on performance.
- **Conversion testing:** Tested ad copy and landing pages to identify stronger combinations and improve acquisition performance.
- **Analysis and execution:** Turned campaign data into ongoing bidding, targeting and budget decisions across the acquisition funnel.
- **Operational efficiency:** Built advanced Excel templates and Google Ads Editor workflows that improved productivity by 50%.

eTeacher Group | PPC Optimizer and Paid Social Acquisition | Feb 2018–Mar 2019

International online education company acquiring B2C customers across multiple regions and languages.

- **International acquisition:** Managed $100K+ monthly paid social budgets for online courses across North and South America, Europe, South Africa and the Middle East.
- **Multilingual campaigns:** Supported English, French, Spanish and Hebrew marketing desks, adapting audiences, creative and landing pages to each market.
- **Performance improvement:** Improved ROI by up to 43% through creative testing, audience optimization and performance-based budget allocation.
- **Funnel optimization:** Built and optimized website conversion, messaging and lead generation campaigns, including ads, lead pages and automated responses.
- **CRM analysis:** Combined advertising, analytics and CRM data to evaluate lead performance and guide acquisition decisions.
- **Market development:** Researched B2C audiences, competitors and new media opportunities to inform campaign targeting and testing.

Earlier Experience

GemPlan | PPC Manager & SEO Specialist | Nov 2016–Jan 2018
med Digital Agency | PPC Campaign Manager & Content Manager | Jul 2015–Oct 2016

Core Skills

Paid Media: Google Ads, Meta Ads, LinkedIn Ads, TikTok Ads, Taboola, Outbrain
Analytics: GA4, GTM, Looker Studio, Hotjar, advanced Excel and Google Sheets
Automation and AI: Make, Zapier, Monday.com, API integrations, ChatGPT, Claude, Gemini
Web and Funnels: WordPress, Elementor, landing pages, CRM workflows, A/B testing

Education and Languages

B.A. in Communication, Digital Media Strategy | Sapir College
Hebrew: Native | English: Fluent