Shay Ashraf

Senior Performance Marketing Manager

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Personal Profile

Senior Performance Marketing Manager with hands-on experience managing large-scale paid media campaigns across multiple digital platforms, with expertise in B2B and B2C marketing, lead generation and growth.
Combines data-driven performance optimization with marketing automation, AI-powered solutions and advanced measurement to identify growth opportunities, improve processes and drive marketing efficiency.

Performance Marketing · Growth Marketing · Paid Acquisition · Lead Generation
Marketing Automation · Conversion Rate Optimization (CRO) · AI Workflows

Work Experience

Senior Performance Marketing Manager

Madlan - Tel Aviv | 2024 - Present

- **Manage 400+ performance campaigns** for **B2B real estate clients**, focused on **lead generation** across **Google Ads, Meta, LinkedIn, TikTok, X, Realize, Teads and RTB House**, overseeing **₪1M in monthly media spend**, including agency activity.
- **Lead brand awareness** for Madlan's **B2C audience** through **creative strategy** and **multi-channel media buying** to drive **traffic and engagement**, while overseeing agency media activity.
- **Oversee campaigns end to end**, from **media planning, audience segmentation and funnel design** to budget allocation, **optimization and performance analysis**.
- Work with **Product, R&D, BI, Content** and **external partners** on KPIs, measurement and **growth opportunities**, including new channels, remarketing and data-driven catalogs. Turn marketing insights into practical improvements.
- **Build AI-powered marketing tools and automated workflows** using **Claude, Gemini, NotebookLM, Base44 and Make**, improve tracking with **GTM and GA4** to streamline reporting and campaign operations and strengthen data quality.

Digital Marketing Specialist

Marketism LTD - Tel Aviv | 2021 - 2024

- **Created & optimized marketing campaigns** across **Google Ads, Meta, Taboola, Outbrain and TikTok** for a diverse portfolio of **B2B and B2C** accounts.
- **Oversaw** large-scale Google Ads campaigns across Search, Display, YouTube and Discovery.
- **Implemented ad-copy and landing page optimization**, bidding strategies and targeted marketing to boost campaign activity.
- Conducted analysis and research, delivered reports and recommendations, and developed strategies and KPI benchmarks.
- Performed **A/B testing & CRO** and tested ToFu-to-BoFu funnels to improve customer intent and **ROI/ROAS**.
- **Used Salesforce Datorama, Google Analytics, Google Tag Manager, Google Optimize, Hotjar and Chatfuel**.

Partnerships & Development Manager

Latet - Israeli Humanitarian Aid | 2019 - 2021

- **Led the Retail Food Waste project** in which surplus food is distributed daily from retailers around the country.
- Established a **Sustainable Community** of local food NGOs that are a significant part of the project.
- Collaborated between NGOs, supermarket branches and food producers by building **strategic partnerships** for continual growth.
- **Developed business partnerships** and new collaborations with both NGOs and retail chains.
- Implemented a **tech system** that collects information & produces data using the **SaaS platform** for field performance optimization.
- Increased food donation value since taking over the project **(from 5.4M NIS to 11M NIS)**, with **20+ new local food NGOs** and **30+ new retailers**.
- **Operation Management** - directly managed one employee and coordinated **hundreds of volunteers** nationwide, alongside procurement, logistics, customer relations, and marketing strategy, promoting "LATET" as a leader in food rescue in Israel.

Emergency Project Representative

COVID-19 pandemic | Mar - Jul 2020

- Responsible for **managing the partnership** with the IDF.
- **Collaborated with associates** to provide **90,000 food packages and hygiene kits** to the elderly in need.
- **Developed efficient work processes** with the upper management at Latet & IDF while **meeting short preparation deadlines**.
- **Executed collaboration** among all organizations and civil assistance departments (volunteers, logisticians, municipalities, social workers).

Skills and Abilities

Google Ads | Meta Ads | Make | Google Tag Manager | TikTok Ads | Google Analytics (GA4) | Claude | ChatGPT

Academic Profile

B.A. in Social Work
Tel-Hai University of Kiryat Shmona in the Galilee | 2014 - 2017

Languages

Hebrew - Native
English - High Proficiency

Courses & Certifications

No-Code Automation & Integration Program
Itay Zarem | Z-Solutions | 2025

PoMa
jolt | 2020-2021
A curated bootcamp for experienced professionals