

# Deborah (Debbie) Meltzer



Communications and digital marketing with a data driven approach

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## HIGHLIGHTS

- Integrated social media and communications
- Content marketing automation
- SEO and SEM preparation
- Persona journey mapping
- Premium writer, editor
- Project manager

## OFFICE AND TECHNICAL SKILLS

### SOCIAL MEDIA AND SEO

SEMrush, Buffer, Google Analytics

### MARKETING & PROJECTS

WordPress, basic HTML  
Adobe Photoshop, Canva  
HubSpot, Mailchimp,  
Teamwork, Asana

### GENERAL

Office and Google suite

## EDUCATION

B.A Psychology  
Melbourne University

M.A Marketing  
Monash University

## SUMMARY

Full stack communications, digital marketing and content expert with a data-driven approach. Expertise in integrated marketing, social media and content strategies. Journalist, content creator and premium writer for local and global startups and leading brands. Had the pleasure to work with NASDAQ listed brands and SMEs in marketing, communications and content positions. Thrives in fast-paced small teams and local and global cross-matrix environments.

## KEY ACHIEVEMENTS

- Launched products and complex solutions on local and global scale at warp speed leading to accelerated exposure, conversions and growth
- Partnered and fundraised \$8M+ for startups and NGOs
- Managed reputations and shaped managers into authority leaders
- Wrote and edited content and crafted creative for leading brands that drove successful social and media campaigns
- Managed demand generation and MQLs lifting engagement to 70% in 2 quarters and CTR by 250% at low CPL
- Successfully negotiated with stakeholders, facilitated marketing automation, workshopped managers and ran media training

## MELTZER MARKETING AGENCY

<https://www.meltzermarketing.com/>

### POSITION: Founder, 2011 – 2019 Melbourne and Tel Aviv

Through Meltzer Marketing I supported startups and scaled-up organisations with communications, digital marketing strategies, branding and social media. I partnered with companies to launch products and track data-driven campaigns, often on tight budgets in quick turnarounds. Acting on data insights, I helped companies craft their messaging, manage campaigns and reputations across multiple digital touch points. I also worked in-house on projects needing a strategic planner, campaign manager and premium writer.

## EXPERIENCE

- Ran media, thought leadership and brand awareness campaigns
- Led discovery, customer persona, journey mapping and use cases
- Spearheaded successful social media campaigns driving thought leadership and growth
- Led qualitative and quantitative research, surveys, data analysis
- Wrote, edited premium content for webinars, presentations, videos, op-eds
- Secured multiple awards for clients and built influencers relationships
- Conducted global events, online product training and reseller conferences
- Set KPI goals, tracked engagement and conversions
- Customized branding and PR workshops for professional forums

## MELTZER MARKETING PARTIAL CLIENT LIST

- **Hi-Tech and Fintech**
  - **Cybersecurity and Operations**– SAP, Intel, Psysys, XM Cyber, DocuSign
  - **Media-tech and Fintech**: ironSource, Cedato, TotalMedia, BeeEye, FTL Soft
  - **Mobile and Wearables** – Woojer, Pepperi, Premier Contact Centre (Melbourne)
- **Healthcare and agtech**
  - Illumigyn, AKOLogic, ThamaVet, Glycominds
- **Education and NGOs**
  - Technion, Bar Ilan University, Triathlon Union, Maalot music conservatory
- **Consumer**
  - Straus Water, Bramli Life Story, Maytronics
- **Construction and infrastructure**
  - ILDC Property Group, HQ Architects, Roseman Engineering, Leader MES

## I worked in-house with the following two companies:

### **XM CYBER**

At XM Cyber I drove a launch strategy, supervised public relations, social and digital marketing campaigns and facilitated marketing automation. Through targeted webinars, content and creative I secured speaking opportunities, media coverage, awards and MQLS. We tracked and linked MQLS to SQLs and POCs. In six months, lead velocity increased. CTRs increased by 250% and landing page conversions by 4.1%. The thought leadership strategy and campaigns helped to clinch a funding round and POC agreements.

### **CEDATO**

I spearheaded an integrated communications and marketing campaign funneling prospects to sign up for free trials. The 6% ratio of prospect-to-trial conversion was turned around through targeted thought leadership campaigns leveraging the trail-blazing technology. To lift communications, I trained the leadership team to interview and stand out at speaking opportunities. I built a bold content strategy with new terminology and op-eds for media and social traction. The campaign resulted in an 8% conversion rate and a 3x leads increase. Cedato's heightened visibility and technology base helped to secure strategic and technology partnerships and awards.

## **RAMDOR LTD. PROPERTY DEVELOPMENT AND CONSTRUCTION TECHNOLOGIES**

**POSITION: Marketing Communications and Business Development Manager, 2008– 2011**

**Reported to VP Marketing. Tel Aviv**

### **RESPONSIBILITIES**

- Oversaw communications and business development
- Targeted potential partners, ran product demos and channel marketing road shows

### **ACCOMPLISHMENTS**

- Successfully managed the communication strategy, managed successful global events
- Built strong partnerships and grew the channel network in Spain and the UK

Ramdor's Architecture Engineering and Construction Platform is now part of [Top Group Solutions](#).

## **ELPAS SMART BUILDINGS SOLUTIONS**

**POSITION: Marketing and Media Manager, 2007 – 2009 reported to VP Marketing. Tel Aviv**

### **RESPONSIBILITIES**

- Oversaw global public relations and agencies in Europe and the US
- Ran marketing plans, budgeting and trade shows
- Managed an internal marketing team as well as a global vendor network

### **ACCOMPLISHMENTS**

- Successfully executed annual plans and budgets
- Global PR campaigns led to high frequency press coverage
- Ran memorable global distributor events

ELPAS IoT solutions are now part of Centrak [www.centrak.com](http://www.centrak.com).

## **ORA PUBLIC RELATIONS**

**POSITION: Public Relations Account Manager, 2003– 2006, reported to the founders. Tel Aviv**

### **RESPONSIBILITIES**

- Crafted media campaign strategies, sponsorship campaigns and launches
- Prepared and pitched client stories to the local and global media

### **ACCOMPLISHMENTS**

- Led global and local public relations initiatives that resulted in multiple media hits
- Pitches and presentations were instrumental in client's fundraising rounds
- Acquired multiple company awards and reviews in leading global media

Brands I worked with: Comfy Interactive Media, Strauss Elite, AllCharge payments

## **NEWSCORP AUSTRALIA**

**POSITION: Journalist and reporter. 2001 – 2003. Melbourne**

For the Herald Sun and Leader Newspaper Group. Reported to respective editors

**RESPONSIBILITIES**

- Researched and wrote council news, restaurant reviews, lifestyle articles, property news

**ACCOMPLISHMENTS**

- Highly skilled at research, ideation, conducting interviews and writing articles

**SOFT SKILLS**

- Self-starter, creative, attention-to-detail, ideas percolator, problem solver, networker

**LANGUAGES**

- English (mother tongue), Very good Hebrew, fair Spanish

**OTHER**

- **Board member:** [Click Savi](#) social business innovation, [Triathlon union](#)
- Special interests; training for triathlons, photography, supporting youth