



INBAL KOCHMEISTER

Product Marketing Manager

Experienced PMM with 12 years in marketing and a strong background in SaaS, with a proven track record of driving growth through GTM strategies and cross-functional collaboration. Led high-impact projects, including launching a successful SEO education platform at Wix, significantly enhancing brand perception. Skilled in customer education, multi-channel campaigns and leveraging data insights to refine marketing initiatives and aligning diverse teams to execute complex projects on time. Looking to apply my expertise to accelerate product growth and expand market reach in a dynamic, global environment.



Portfolio:

www.inbal-kochmeister.com



LinkedIn:

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Work Experience

Product Marketing Manager

Wix| 2021 - Present

- **Led GTM strategy for a strategic product integration**, driving strong initial adoption and industry visibility through multi-channel inbound and outbound efforts, resulting in substantial brand exposure.
- **Spearheaded the SEO Education Platform**, leading messaging, UX, UI, and distribution, attracting hundreds of thousands of visitors annually and tens of thousands of subscribers, significantly enhancing Wix's SEO perception and strengthening its position in the industry.
- **Developed product marketing materials**, including a one-pager for partners, training decks, and managed educational training for account managers to strengthen product knowledge and drive sales readiness.
- **Led global marketing initiatives**, including webinars in 70+ countries, and led a localization project, collaborating with regional PMMs to tailor content for strategic markets.
- **Leveraged customer and market insights** to launch an SEO Resource Center, increasing new visitor traffic by 32% and retention by 22%, ensuring users accessed valuable SEO education.
- **Led the initiative for an in-product education widget**, surfacing personalized educational content to improve activation and adoption. Collaborated with Product and UX teams to design and implement the solution, increasing adoption rates by 12% and activation by 5%.
- **Collaborated cross-functionally** with Product, PR, Content, User Acquisition, BA and Customer Support teams to drive them towards common goals and ensure project success.

Senior Brand Manager

Strauss Group| 2019 - 2021

- **Managed projects in a variety of fields** including innovation, digital, POS, and events.
- **Oversaw a yearly budget while creating and executing a data-driven marketing plan.**
- **Established and maintained an e-Commerce store**, managing the brand's products and promoting them via digital campaigns.
- **Analyzed and monitored brand performance, consumer behavior, and competitors' activities and campaigns.**

Brand Manager

Yotvata, Strauss Group| 2014 - 2019

- **Launched innovative products across three different categories**, managed MARCOM, and analyzed performance of each category. **Managed digital campaigns and conducted a variety of marketing studies.**
- **Managed the brand in the eTail channel**

Junior Brand Manager

Henkel Sod Ltd| 2013 - 2014

Hard Skills

- GTM Strategy
- Positioning & Messaging
- Multi-Channel Marketing
- Data Analysis & Research
- User Education

Soft Skills

- Teamwork
- Communication
- Time management
- Project Management
- Problem Solving

Technical skills

- Google analytics, Google Ads, Google Search Console
- Quix, Tableau
- SEMrush
- Monday, Asana
- Figma, Miro

Languages

- Hebrew – Native speaker
- English – Fluent speaker

Military service

Served 2 years at the Air-Force

Academic History

Reichman University

B.A. in Business Administration
specialized in Marketing|
2010- 2013

Bar Ilan University

M.B.A. specialized in Marketing|
2015- 2017