**Lior Barkan**

Holon, Israel | [054 524 2228](tel:054-5242228) | [barkan.lior@gmail.com](mailto:barkan.lior@gmail.com) |[LinkedIn](https://www.linkedin.com/in/liorbarkan/)

**Marketing Executive | RevOps Architect** **|** **Marketing-Led Sales Optimization**

Marketing executive and RevOps architect with 19+ years of experience leading teams, building scalable growth engines, and aligning marketing, sales, and product under a unified GTM strategy.

I turn storytelling into revenue, systems into scale, and insights into action across B2B and B2C sectors. I lead from the front, collaborate deeply across functions, and bring a team-first mindset to every growth initiative.

# CORE COMPETENCIES

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| --- | --- | --- |
| * Revenue Operations & Funnel Optimization | * Content Strategy, SEO & Demand Generation | * Customer Journey & Lifecycle Strategy |
| * GTM Strategy & Execution | * Marketing Automation & CRM Infrastructure | * Data-Driven Marketing & Analytics |
| * Brand Positioning & Messaging | * Cross-Functional Team Leadership | * Full-Funnel Campaign Architecture |

# PROFESSIONAL EXPERIENCE

**VP of Marketing & Sales | STB Union Ltd. | Rishon LeZion | 2024-2025**

* Scaled employer adoption of STB Union’s salary platform for foreign workers by 4x through RevOps-driven onboarding processes, aligning acquisition and activation to support predictable revenue growth.
* Built a custom Notion-based CRM to track contacts, meetings, emails, and WhatsApp communications; integrated Jira and Confluence to streamline cross-functional workflows and boost operational visibility.
* Analyzed user drop-off points in the onboarding funnel and authored a revised onboarding journey with targeted in-app messaging to reduce friction and improve conversion.
* Designed and implemented a lean RevOps infrastructure using Notion, integrating automations, access controls, and data visibility for marketing and ops teams; synced with Jira and Confluence to streamline documentation, task management, and cross-department collaboration.

**Co-Owner and Creative Director | ANTI-MARKETING | HOLON | 2021-2024**

* Led a strategic brand campaign for a hedge fund managing 1.3B ILS, using audience research to design a high-impact private event that secured meetings with 8 of Israel’s top 10 family offices, overcoming barriers to cold outreach.
* Repositioned a leading business in the saturated consulting space through customer insight-driven messaging and UX; produced a narrative website that generated qualified leads within two weeks, with no paid promotion.
* Produced a docu-style campaign featuring Olympic gold medalist Linoy Ashram to promote Wingate-Lewinsky academic institution’s open day; the emotionally driven video reached over 200K views and drove high engagement through storytelling-based brand affinity.
* Conceptualized and produced ANTI Marketing’s in-house podcast, which was nominated for Geektime’s Marketing Podcast of the Year in its debut year, boosting brand credibility and audience reach.

**Owner and Marketing Manager** **| ISRAELI SCHOOL FOR NLP | RAMAT EFAL | 2006-2021**

* Scaled an independent training company by increasing course frequency 3x, launching a flagship NLP program every 6 weeks and adding advanced-level tracks to meet growing demand.
* Drove high-margin growth by optimizing customer acquisition through SEO-focused blogging, newsletters, and social media. Reduced paid marketing spend by 75% and reinvested in R&D and scalable content products like online courses and books.
* Maintained top-tier market positioning as one of Israel’s leading NLP schools throughout a 15-year period of intense market saturation. Consistently ranked among the top 3 in sales while preserving premium pricing in a field that grew from 3 to over 300 competitors.
* Developed new course formats based on audience research, including a gamified, narrative-driven video series on charisma. Delivered the “Failure Seminar” to elite institutions including the De Rothschild leadership program and the Israeli Ministry of Foreign Affairs cadet training.

**Marketing Manager** **| LOOX INTERACTIVE LTD., | TEL AVIV | 2008-2009**

* Managed multimedia marketing projects for B2C clients, including print, web, and 3D content. Led creative execution to elevate brand visibility and enhance audience engagement.

# EDUCATION & PROFESSIONAL DEVELOPMENT

NLP Trainer Certification, Israeli NLP Association, 2007

B.A. in Communication and Human Services, University of Haifa, 2006

# GROWTH AND REVOPS TOOLS

**CRM & Operations**: HubSpot, Notion (custom CRM builds), Intercom

**Analytics & Funnel**: Google Analytics, Hotjar, Google Tag Manager

**Automation & Workflow**: Zapier, Make (Integromat), Jira, Confluence

# LANGUAGES

**English** (Native) | **Hebrew** (Native)