

Matan Wisebitan

GROWTH MARKETER AT EMPATHY

Details

Israel

0559838144

mtnbitn123@gmail.com

Links

[LinkedIn profile](#)

Skills

SaaS, Startups, B2B, Growth Hacking, AI, GTM Strategy, Performance Marketing, ABM, PPC, Messaging, Marketing Ops, Email Marketing, PLG & SLG, Analysis, Research.

Languages

English

Hebrew

German

Profile

I'm a senior demand generation marketer with a track record of building pipeline through paid, organic, and ABM programs. I've led growth and retention initiatives at McCann, helped scale Ultimate to 150% ARR growth and a successful exit, and most recently built demand generation and ABM programs at Empathy in a high-stakes category. I specialize in building demand engines from scratch and turning them into predictable pipeline and revenue.

Employment History

Growth Marketer, Empathy, Tel Aviv District, Israel

JUL 2024 – PRESENT

- Leading demand generation and growth initiatives across paid, lifecycle, and ABM programs in a high-consideration, high-stakes category.
- Planning and executing cross-functional campaigns in collaboration with sales, revops, pmm, and Bizdev to drive qualified pipeline and revenue.
- Building and optimizing landing pages, email nurture flows, and paid campaigns to improve funnel conversion and lead quality.
- Managing reporting and performance analysis: dashboards, experiments, insights, and recommendations for stakeholders.

Demand Generation Manager, Ultimate, Berlin, Germany

NOV 2022 – MAR 2024

- Conducting market research and competitive analysis to improve ICP messaging and refine our GTM strategy.
- Leading cross-functional projects, collaborating with sales, CS and revops to plan and execute aligned campaigns using outreach, email marketing, ads, direct mail, social media, events, and more.
- Planning, managing, and executing aligned ABM programs for the enterprise segment.
- Reporting on monthly budgets, projects, performance, and key metrics directly to C-level executives including the CFO, COO, and CEO.

Senior Performance Marketing Manager, Ultimate, Berlin, Germany

MAR 2021 – OCT 2022

- Owned all performance marketing activities, including strategy, execution, optimization, and reporting.
- Built from scratch - ads accounts, ad strategy, user journey, landing pages, email campaigns, etc.
- Responsible for the day-to-day operational aspects - dashboards, tagging, workflows, tracking, reports, lead scoring, nurturing, etc.
- Responsible for Q/Q budget increase (from \$30K to \$200K) after improving the ROI of the paid channels.

PPC Campaign Manager, McCANN Tech, Tel Aviv Area, Israel

MAR 2019 – OCT 2020

Clients – Hi-Tech companies (B2B SaaS)

- Managed multiple B2B campaigns across various platforms such as Google SEM, LinkedIn, YouTube, Display, Twitter, Facebook, and Quora.
- Managed large budget campaigns in international markets (USA, UK, EU, and more).
- Monitored ads budget, reported on performance, analyzed data daily, and optimized to improve campaign results.
- Created in-depth reports focused on understanding audience behavior and provided clients with recommendations and insights to improve current and future campaigns.

Education

Bachelor's degree in Sociology & Anthropology & Philosophy and Asia studies, The Hebrew University of Jerusalem

JAN 2015 – JAN 2018

Bachelor's degree in Sociology and Anthropology, Leiden University

JAN 2017 – JAN 2018

Experience

General

- Leveraging AI to speed up execution, scale creative and personalization, and optimize full-funnel performance.
- Market analysis, competitive research, positioning & messaging, customer journey.
- Growth hacking, experimentation process, A/B testing, Kaizen methodology.
- ABM – account research, sales workflow, tailored journeys, nurturing, etc.
- Marketing ops – reports, workflows, dashboards, email marketing, CMS editing, etc.
- Crafting strategy - GTM, Performance marketing, ABM, Events, Email marketing.
- Reporting to key stakeholders – C-level and big clients.
- Leading high scale complex projects with different business domains (Sales, CS, Product, Bizdev).
- Lifecycle programs - Customer retention, new business (acquisition), pipeline nurturing.
- Copywriting – 1-pagers, landing pages, social & search ads, videos, sales deck, web copy, seo, etc.

Platforms

- Ads – Google Search, LinkedIn, Influ2, Bing, Display, Facebook, YouTube, Quora, and Twitter.
- GTM – HubSpot, Salesforce, Zapier, Clearbit, Chili Piper, Phantombuster, RevHero, Gong, Sales nav, etc.
- Analytics – Clarity, Looker, GA4, Google tag manager, Tableau, and Datorama.
- Research – Hotjar, Similar web, Crunchbase, Lusha, Builtwith, SEMrush, Ahrefs, etc.
- Email – Hubspot and Outreach.
- Design – Figma and Canva.
- Business tools – Slack, Office, Monday.com, etc.

References

Curtis Rasmussen from Empathy

Monica Aragao from Ultimate

Tomer Linenberg from Globaldots

Shai Green from McCann Tech