

KAI GOLDBERG

Relocating to Sri Lanka | Open to Remote Work Worldwide
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SUMMARY

Digital Marketing Manager | E-Commerce & Brand Growth Expert

Strategic and results-driven marketing professional with expertise in performance marketing, e-commerce growth, and brand strategy. Proven ability to develop engaging campaigns, increase brand visibility, and drive revenue through data-driven and creative strategies. Currently relocating to Sri Lanka, seeking remote opportunities worldwide.

KEY SKILLS

- E-Commerce Growth – Launched and scaled online stores with exceptional sales performance.
- Brand Strategy & Content – Building compelling brand narratives that drive engagement.
- Community Engagement – Creating authentic relationships that strengthen customer loyalty.
- Remote & Cross-Cultural Collaboration – Experience working with global teams across time zones.

WORK EXPERIENCE

Marketing and Digital Manager | Kasai Pilates Equipment (Israel) 2023 - Present

- Developed and executed a full-scale digital marketing strategy, driving brand growth and customer engagement.
- Successfully designed and launched an e-commerce platform, generating more than 100,000 ILS in sales, selling out completely.
- Created viral social media content, increasing Instagram followers by 2,000+ in six months.
- Managed paid social campaigns with a ROAS of 22, optimizing ad spend to maximize conversions.
- Led large-scale photoshoots and video productions, ensuring a cohesive and impactful brand identity.
- Produced and hosted webinars with 100+ participants, fostering community engagement and loyalty.

Account Manager (Client Manager) | Lead Ogilvy (Ogilvy Israel) 2022 - 2023

Worked at Lead Ogilvy, the Israeli branch of Ogilvy, a globally renowned advertising agency.

- Managed cross-media campaigns for major brands in Israel.
- Oversaw large-scale budgets, collaborated with creative teams, and ensured seamless campaign execution.

EDUCATION

Habetzefer – Israel's Leading Advertising & Marketing School 2022

Copywriting Certificate – Specialized in brand messaging, storytelling, and campaign development.

Social Media Management Certificate 2022

Social Media Management Certificate – Focused on platform strategies, content engagement, and analytics-driven growth.