

EYTAN BUCHMAN

DATA-DRIVEN MARKETING AND COMMUNICATION EXECUTIVE



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@EytanBuchman

Career Experience

Freightos: The Online Freight Marketplace

2013-Present

Director of Marketing Initially MarCom Manager

Developed and executed data-driven marketing and branding strategy for B2B startup. Achieved unique visibility and industry penetration (100+ publications in 3 years), drove 3k+/quarter high-value leads from top 100 enterprise targets with low-cost, inbound strategy and marketing automation.

Owned strategic planning, channel validation and development, and marketing automation for B2B marketplace. Managed agile team to achieve rapid growth via content, PPC, display advertising social media, PR, trade events and account-based marketing channels.

Israel Defense Forces (Captain, res.)

2011-2013

Head Spokesperson, North American Media

IDF spokesperson to North American press corps. Developed and implemented complex and innovative media strategies. Commanded 5± soldiers in media-intense, 24/7 environment. Headed Public Affairs cooperation with United States military. Commanded night shift for international media planning and execution as reservist in operation "Protective Edge".

Assistant to Head of the Regional Strategic Planning Department

2010-2011

Responsible for department operations and overseeing Strategic Communications projects.

Deputy Head of Strategic-Military Information Section

2007-2010

Co-established section providing strategic information to foreign military attaches and managed 3± soldiers. Devised narratives and supporting material in high-pressure situations (eg. Mavi Marmara).

Education

Hebrew University of Jerusalem

2004-2007

Bachelors Degree in International Relations and Psychology

Inter-disciplinary Center of Herzaliya

2011-Current

Masters in Government || Focus on strategic communications & decision making

Skills Fully bilingual (Hebrew, English) with exceptional oral and visual communication skills. Technical marketer proficient with JS,HTML, CSS, MYSQL and PHP.

Other IDF Officers Training Course graduate. Recipient of multiple commendations for outstanding military service. Graduate of *Atuda* military academic program and Shalem Institute philosophy program

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