Gedalyah Reback

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★ Citizenship: US & Israel 🇺🇸 🇮🇱
★ Open to Remote Jobs

LinkedIn — **Twitter** — **Hackernoon** — **Duolingo** — **GitHub**

A quick, strategic thinker in product marketing and directing technically relevant, funnel-driven content in writing, video, and audio. Passions for ML, NLP, AI, communicating new technologies, and learning new languages.

WORK EXPERIENCE

Product Marketing Manager, env0 (Aug 2023 – Present)
- Responsibility for all marketing and sales enablement content; technical documentation
- Competitor research in the field of Infrastructure-as-Code
- Product landing pages, sales decks; heavy input on projects for Open Source

Product Marketing & Technical Content Projects, (Dec 2022 – Present)
- Sales Battle Cards, Email Campaigns, Landing Pages, Google Ads, One-Pagers, SQL
- Verticals: Cyber, AR/AP, Conversational AI, Events Management, Digital Media

Senior Product Marketing Manager, Rookout (Feb 2022 – Dec 2022)
- Competitor research in the debugging & observability markets
- Creating sales enablement materials, one-pagers, event demos, thought leadership articles
- Crafting GTM messaging & B2B SaaS positioning; Persona identification
- Cross-Team Coordinating with Product, DevOps, Sales, & Customer Success
- Beta testing new products and feature, ideation and review
- Coordinating with LeadGen on content syndication & media campaigns (email, ads, podcasts)
- Managing Content Calendar: SEO research, monthly blog cadence, white papers

Product Marketing Manager & Technical Content Lead, Logz.io (2019 – 2022)
- Competitor research in observability market, Persona research (DevOps, CTOs)
- Drawing GTM campaigns for SIEM, metrics, & distributed tracing products' initial launches
- Crafting new messaging & positioning around Open Source identity with product relaunches
- Scripting and presenting demos at events, creating user surveys for research & content
- Working with Product, Sales, & Customer Success for collateral writing & user feedback
- Contributing to UX & Technical Writing teams on docs, upcoming releases
- Managing Main Content Plan: Writing over 100 product tutorials and blogs targeting DevOps
- Increasing organic traffic 50%+ to 100,000 visitors per month; SEO research & site updates

Technical Writer & Content Strategist, Infibond (2018 – 2019)
- Producing Rest API & SDK documentation
- Reviewing academic white papers about ML & NLP

Content Marketing Manager, Orbs (2017 – 2018)
- Writing white papers & blogs about blockchain use cases, explainers on value proposition
- Producing and scripting videos for both branding and demos
- Interviewing partners, thought leaders, founders, and VCs for brand journalism campaigns

Senior Technology Correspondent & Analyst, Geektime.com (2015 – 2017)
- Covering news in cybersecurity, language processing, bionics, space, ML/AI, major verticals
- Profiling startups and local ecosystems worldwide with statistics, comparisons, and analysis
- Highlighting use cases for emerging technologies
- Interviewing venture capitalists & founders to highlight trends in different sectors

SEM & Digital Marketing Manager, DriveHill Media, (2013-2014)
- Conducting SEO & SEM research, developing content strategy, PRs, arranging product reviews
- Increasing social followings 50%: developed engagement strategies, email campaigns

EDUCATION

B.A. Middle Eastern Studies & Linguistics, *Rutgers University,* (2005-2009)

PRODUCT MARKETING

- ❖ GTM Launch & Strategy for Post-Launch
- ❖ Product Market Fit & Positioning; Messaging for B2B SaaS, Enterprise, B2D
- ❖ Beta Testing Products & Features; UX Copy
- ❖ Sales Enablement: Slide Decks & Battle Cards, White Papers, One-Pagers
- ❖ Video & Event Demos
- ❖ Cross-Team Comms with Sales, Marketing, Product, DevOps & Customer Success

TECHNICAL CONTENT MARKETING

- ❖ Content Strategy & Editorial Calendars
- ❖ SEO Expertise, Tech Docs
- ❖ Technical Blogs & Tutorials
- ❖ Customer & User Interviews
- ❖ Use Cases & Case Studies
- ❖ A/B Testing (Banners, Headlines, Ads)
- ❖ Content Syndication
- ❖ PR, Email, Landing Pages, Email Campaigns

SPOKEN & PROGRAMMING LANGUAGES 🇺🇸 🇮🇱 🇪🇸 🇩🇪

- ❖ *Native-Speaker:* English
- ❖ *Full Proficiency:* Hebrew
- ❖ *Intermediate Proficiency:* Spanish & German
- ❖ Reading skills in various: FRE, POR, ITA, DAN, NOR
- ❖ *Working Proficiency:* JSON & YAML
- ❖ *Basic Knowledge:* Python, JS, TypeScript, Node.js, Go, SQL