

# Timothy Solomon

Dynamic Professional Looking for New Challenges

## EXPERIENCE

### Owner —

#### *FTL Marketing, Marketing & Brand Development Consulting*

FEBRUARY 2015 / PRESENT / TEL AVIV

Primarily helped new startups acquire new business internationally through development of brand marketing and customer funnels. Was successful in establishing international business relations and sales.

- In 1 year added over **\$1.5M** in business to client sales pipeline. Closing over **\$100K** in initial sales with a projected revenues of over **\$20M**.
- Managed client business conference exhibitions; created booth design, marketing materials, managed staff.
- Publicly spoke at the biggest B2B iGaming events. Participated in many industry panels and discussions.
- Proactively supported client's success by creatively applying a broad range of skills to develop company website, customer funnel, and advertising materials.
- Applied knowledge in SEO to achieve **#1 search engine results** for client websites.

### Director of Operations —

#### *VIP Affiliates, Affiliate Network*

SEPTEMBER 2012 / DECEMBER 2014 / TEL AVIV

Director of Operations for a niche advertising network who managed all aspects of the company management and brand development

- Developed and launched online advertising network. Going from 0 users to over **6000** and generating well over **10k** conversions and over **\$150K** in revenue monthly.
- Increased B2C profit margins by over **200%** & B2B income by over **300%**
- Built strong B2B and B2C relationships and maintained them through client contact at many industry trade shows in Europe and the US.
- Managed a team of freelancers and in-office employees responsible for producing web development projects, advertising and graphics.
- Managed projects in web development, API, and database management.
- Negotiated high CPA, CPC, CPM deals with advertisers increasing publisher income significantly.

### Sales & Marketing Manager—

#### *Brevspand Ood, Marketing Agency*

MARCH 2012 / AUGUST 2012 / TEL AVIV

Acquired customers by cultivating leads in a very competitive market. Optimized retention by engaging customers with marketing and support.

- Built landing pages to increase conversion rates **25%**
- Created sales funnels to increase initial customer value **500%**.

## KEY ACHIEVEMENTS

### Business Development -

In 1 year added over **\$1.5M** in business to the sales pipeline. Closing over **\$100K** in initial sales with a projected revenues of over **\$20M**.

### Director of Operations -

Developed and launched online advertising network. Going from 0 users to over **6000**; generating over **\$150K** in revenue and **10k** conversions monthly.

## TECHNICAL SKILLS

### Management -

PROJECT MANAGEMENT / TEAM BUILDING / HIRING & TRAINING / EXHIBITION PLANNING / PUBLIC SPEAKING

### Marketing -

BRAND DEVELOPMENT / SEO / PPC / SOCIAL MEDIA / EMAIL MARKETING / CONTENT WRITING / WEB DESIGN

### Sales -

CRM / COLD CALLING / B2B SALES / SALES MANAGEMENT / NEGOTIATION / LEAD GENERATION / STRATEGIC PARTNERSHIPS / CUSTOMER ACQUISITION

### Web Design -

HTML / WORDPRESS / PHOTOSHOP

## LANGUAGES

English - NATIVE

Hebrew - ADVANCED

## VOLUNTEER

IDF - Kfir Brigade

Mar 2010 - October 2012

- Closed \$20K initial sales and over \$60K in retention sales.

**VOLUNTEER —**  
*Kfir Brigade, Israeli Defence Forces*

MARCH 2010 / OCTOBER 2012 / TEL AVIV

Volunteered for Israeli Defence Force and served in an active unit.

- Completed basic and advanced training.
- Served in active unit 92.
- Medically discharged with Sergeant rank.

**Customer Support Manager —**  
*Webologic, Telecom Startup*

APRIL 2009 / FEBRUARY 2010 / TEL AVIV

Managed customer support team to improve issue resolve times and increase customer certification conversion rate.

- Completed trained and managed a 6 person support team.
- Demonstrated professional etiquette and manners when interfacing with customers which resulted in 30% improved feedback of customers.
- Reduced live chat tickets resolution time by 200% by introducing “canned” support messages.

**Customer Support Agent —**  
*Webologic, Telecom Startup*

DECEMBER 2008 / MARCH 2009 / TEL AVIV

Manage and engage with customers. Certify customer purchases and information.

- #1 in customer issues resolution time for 3 months.
- #1 in customer certifications for for 3 months