



# PERETZ EISENBERG

Writer on a mission looking for marketing opportunities that have a real impact and my long-term goal is to be a VP of Marketing someday. I'm a self-motivated and ambitious team player with a natural obsession over the details, and I've been communication-driven throughout my writing career as well as in my previous positions in Customer Care. I'm passionate about analyzing a message and its audience to communicate better and produce meaningful results.

## PERSONAL

- Name**  
Peretz Eisenberg
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## SKILLS

- Microsoft Suite ★★★★★
- B2B Marketing ★★★★★
- B2C Marketing ★★★★★
- Public Speaking ★★★★★
- SaaS Marketing ★★★★★
- UX Writing ★★★

## LANGUAGES

- English ★★★★★
- Hebrew ★★★

## INTERESTS

- Beatboxing and Drumming
- Stand-up Comedy
- Rapping
- Puzzles
- Gaming



## WORK EXPERIENCE

- Sep 2019 - Present **Marketing Writer**  
Payoneer, Petah Tikva

Producing original content for ongoing marketing initiatives with a focus on CRM email marketing. Supporting our UX writing team. Lead writer for our new working capital product. Delivered over 300 email campaigns, landing pages, UX flows, blog posts and video scripts.
- Mar 2019 - Aug 2019 **Marketing Writer**  
Allot, Hod HaSharon

Writing blog posts, case studies, success stories and other content in support of SaaS marketing campaigns (B2B) and internal organization initiatives. Editing and proofreading written assets from subject matter experts throughout the enterprise. Creating landing pages and assisting with marketing email campaigns. Crafting submissions for various awards within our industry.
- Apr 2016 - Feb 2019 **Content Writer**  
Altria Israel, Bet Shemesh

Provided copy for over 100 email campaigns ranging from transactional to promotional focusing on both acquisition and retention. Maintained website copy across multiple brands including digital ad copy, banners, landing pages, newsletters, and lifestyle articles. Managed our customer-facing Knowledge Base. Role was cut short due to the company closing.
- Jun 2013 - Mar 2016 **Customer Care Rep and Lead Trainer**  
Altria Israel, Bet Shemesh

Provided high-touch customer service with in-depth knowledge of a highly regulated and somewhat technical product. Made soft sales and processed customer requests for returns, replacements, and refunds. 2x winner of department sales competition, 2x winner of "Agent of the Month". In November 2014 I transitioned to the Lead Trainer role where I developed training materials for agent on-boarding and refresher courses on our systems and processes. Led over 100 training sessions on soft and hard Customer Care skills and internal systems for agents of a StellaService award-winning Customer Care team. On-boarded 50+ agents including the founding classes of a new call center in Las Vegas.



## REFERENCES

References available on request.