

Oleh Matiash

Marketing Leader for Startups

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Executive Summary

Marketing executive with 10 years of experience driving growth for startups by running successful marketing operations. Delivered measurable results, including a 65% increase in customer acquisition for a 1,000+ customer SaaS product. Proven track record of developing and executing high-impact growth strategies for B2B and B2C high-tech products, increasing sales and enabling profitability. Recognized for building high-performing teams, developing scalable marketing systems, and combining strategic vision with hands-on execution to achieve sustainable growth.

Skills

Skilled at Implementing Marketing:

- Customer Research, Marketing Strategy, Brand Development
- Customer Acquisition, Customer Relationships
- Data Analytics and Decision-Making

Expert in Channels:

- Digital Ads / Media Buying / SEM (Google Ads, Facebook Business, LinkedIn Ads)
- Content, Social Media, SEO
- Event Marketing
- Partnership Marketing

Experienced Team Leader:

- Excellent Communication
- Cross-Functional Team Management, Coaching
- Agile, Scrum, OKR

Experience

Trackbox – B2B AdTech SaaS company Israel

VP of Marketing

Sep 2023 - Jan 2025

- **Go-to-Market Strategy:** Designed and executed a comprehensive GTM strategy, generating **200+ qualified leads within three months** and securing a foothold in a new market.
- **Product Marketing:** Collaborated with the product team to shape messaging and positioning, ensuring consistency across all communication channels. Conducted in-depth market, competitor, and customer research to inform product development and marketing strategies.
- **Brand Strategy and Content Development:** Established a strategic brand foundation, producing high-quality content for social media channels and launched a new website, achieving a **3x increase in conversion rates**.
- **New Marketing Activities:** Launched event marketing campaigns to enhance brand awareness and lead generation. Built a partnership program with Value-Added Resellers (VARs), expanding market reach and presence. Ran PPC campaigns on LinkedIn Ads, driving lead acquisition and engagement.

“ Oleh built a structured marketing function: established a strong brand, developed our content, organized events, and built partnerships—all within a strategic framework that supports our business goals. He is a reliable leader with high standards and a focus on measurable outcomes.” – Kfir Benami, CEO of Trackbox

Fintablo – B2B FinTech SaaS company

Remote

Chief Marketing Officer

May 2021 - Mar 2022

- **Developed a Comprehensive Marketing Strategy:** Designed and executed a marketing strategy aligned with business objectives to establish a strong brand presence and consistent messaging across channels.
- **Increased Sales and Scaled Demand Generation:** Optimized inbound and outbound marketing campaigns across event marketing, partnerships, content marketing, media buying, and PR. Achieved a **65% increase in sales** within one year, driving growth in the competitive B2B market.
- **Reduced Customer Acquisition Costs:** Implemented advanced KPIs to monitor product and marketing initiatives, **reducing CAC by 20%** through data-driven insights and strategic adjustments.
- **Built and Led a High-Performing Team:** Created and led a collaborative marketing team, fostering an environment of innovation and accountability. Mentored team members to exceed performance goals, increasing overall productivity and engagement.

MORE – Digital Marketing Agency

Remote

Head of Growth

Feb 2018 - Apr 2021

- **Scaled Revenue and Client Growth:** Led data-driven marketing strategies that **increased client revenue by an average of 30%** through A/B testing, customer segmentation, and predictive analytics.
- **Built and Led a High-Performing Growth Team:** Scaled the team from 3 to 10 specialists, mentoring experts in performance marketing, content strategy, and data analytics while developing repeatable growth frameworks for clients.

Growth Marketing Manager

Mar 2016 - Jan 2018

- **Optimized Performance Marketing Campaigns:** Managed multi-channel PPC campaigns across Google Ads and Facebook Ads, reducing cost-per-lead and increasing lead volume.
- **Implemented Full-Funnel Growth Strategies:** Developed retargeting campaigns and automated lead nurturing flows, improving conversion rates and strengthening sales-marketing alignment.

Freelance

PPC Campaign Manager

Oct 2015 - Mar 2016

- **Executed Data-Driven PPC Campaigns:** Launched and optimized campaigns for startups and small businesses, achieving **up to 3x ROI** by applying advanced targeting and audience segmentation.
- **Supported Early-Stage Growth for Startups:** Helped validate product-market fit through test campaigns, providing key insights into customer demand and acquisition cost efficiency.

Education

Bachelor's degree in Marketing Psychology, Taurida National University

Languages

- English: Fluent
- Ukrainian: Native
- Russian: Native
- Hebrew: Conversational