YOTAM ABRAMOVICH

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Dual Israeli/German citizen, Serbia and EU work authorization | English (C2), Hebrew (native)

SUMMARY

Marketing leader with nine years across B2B and consumer. Currently Head of Marketing at Uvation, leading an 11-person department reporting to the CEO, where I unified messaging across marketing, sales, design and product. Built marketing functions from zero at three companies, produced the market research a startup used to raise a $5M first round, and grew an agency book from $10,000 to over $70,000 a month. Managed paid media at every scale from $500 to $500,000 a month, including roughly $400,000 of personal capital at 300% average ROI.

WORK EXPERIENCE

Head of Marketing, Uvation LLC, Remote | 03/2026 to Present

Industrial infrastructure and AI.

- Lead an 11-person in-house department covering content, SEO, social, video, email and design, reporting to the CEO.
- Unified messaging across marketing, sales, design and product at the company, establishing communication channels where none existed.
- Restructured the team around business objectives rather than channel ownership: three exits, three hires, with a focus not on continuity but on achieving goals.
- Own positioning and product positioning, with input on pricing, packaging and launches.
- Leading marketing through a category transition, with content and communication quality up against measured KPIs for click-through, conversion, engagement and search visibility.
- Built agents, custom skills and workflows now used daily by the marketing team, covering content production, humanizing, data analysis, technical SEO, graphics, and script and video generation.

Founder and Principal, Nomadic Blues Ltd, Remote | 07/2019 to Present

Registered practice covering client work, consulting and my own ventures.

- Advise founders and executive teams on marketing strategy, go-to-market, positioning, sales process, budget allocation and hiring.
- Run marketing audits and diagnostics on accounts, funnels and strategy, and conduct technical interviews for client marketing hires.
- Managed a single client ad account for VPN affiliate marketing at roughly $500,000 per month across a six-month engagement, returning 2.7 ROAS, with sole authority over allocation.
- 41 clients since 2019 with 20+ public five-star client reviews.
- Google Ads management averaging 700% ROI and reaching 3,000% on individual campaigns.
- Ran my own affiliate portfolio: over 600 campaigns across dozens of verticals, roughly $400,000 of personal capital deployed at 300% average ROI.
- Build and run multi-agent content systems in production: authoring agents paired with independent critic agents that audit output against defined criteria, with deterministic linters gating publication so nothing ships on a model's say-so.

- Ran affiliate and partner programs for client brands, covering recruitment, commission structure and ongoing management.

Director of Marketing Operations, Vita Media Ltd, Remote | 07/2024 to 07/2025

- Refocused the agency from scattered clients onto a single industry, and rebuilt contracts, deliverables, reporting and attribution models around it.
- Grew the book from roughly $10,000 to over $70,000 in monthly revenue, plus setup fees and success-based commissions.
- Led 12 marketing specialists across three international teams plus contractors, hiring and replacing as the focus changed, and owned sales, negotiation, renewals and delivery.
- Killed ad channels across client accounts that were the wrong channel for the buyer.

Head of Marketing, Paldi Solutions Ltd, Remote | 05/2023 to 07/2024

- Built the marketing function out of scattered activity, owning product positioning, pricing input, launches, and conference materials including the speech, sales collateral and swag.
- Cut ad spend that was oversized for a buyer pool too small to justify it.
- Rebuilt conversion end to end: 90%+ of qualified inquiries converted to booked meetings, and over 50% of those meetings to signed contracts.
- Grew inquiries roughly 30% across multiple sources. Company revenue grew 60% during tenure.
- Won and renewed contracts with clients including NASA, Moody's and DXC Technology.

Head of Marketing, FeelCommerce Inc., Remote | 03/2021 to 03/2023

- First marketing hire. Built the function, and produced the market research and positioning the company used to raise its $5M first round, identifying an uncontested segment and building the go-to-market around it.
- Carried a target of 100+ qualified leads a month and delivered at roughly $19 per lead against a $30 benchmark set by an external reviewer, on a $4,000 monthly budget.

Head of Marketing and Customer Acquisition, Cindy's Catering Ltd, Raanana, Israel | 07/2020 to 08/2023

- Built acquisition from zero for corporate events from $1,000 to $100,000 each, totalling millions in sales, sold into Fortune 500 buying committees and procurement, and owned pricing.
- Clients included Pfizer, Moderna, Johnson & Johnson, Eli Lilly, Mercedes-Benz, McDonald's and Elbit Systems.

Performance Marketing Manager, Oz Cohen Development Ltd, Remote | 04/2017 to 07/2019

- Ran 100 to 200 ecommerce and affiliate campaigns at 400% average ROAS, at budgets where every dollar had to return profitably the same week.
- Built and operated six websites end to end owning conversion and vendor research, and led the market and competitor research behind channel and offer decisions.

EDUCATION

Tel Aviv University, Faculty of Mathematics

SKILLS

Marketing Strategy, Go-to-Market (GTM) Strategy, Positioning and Messaging, Product Marketing, Marketing Team Leadership, Demand Generation, B2B Marketing, Media Budget Allocation, Market and Competitor Research, Performance Marketing, Paid Search (Google Ads, Microsoft Advertising), Search Engine Optimization (SEO), Conversion Rate Optimization (CRO), Long-Form and Case Study Writing, Marketing Analytics, Experiment Design and A/B Testing, Sales Enablement, Enterprise Sales Cycles, Ecommerce and Affiliate Growth, Marketing Operations, AI Agent Development, Multi-Agent Systems, Agentic Workflows, LLM Evaluation and Quality Gates, Prompt Engineering, Workflow Orchestration, API and Tool Integration