

## Contact

### Phone

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### Email

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### linkedin

<https://www.linkedin.com/in/omer-biton-url/>

## Education

2019 - 2022

### BA in Government, Diplomacy and Strategy

REICHMAN UNIVERSITY, Israel

- Honors Program Data & Democracy
- Honors Program UP-START for Entrepreneurship
- Cumulative GPA: 91.2
- Clubs - Strategic Consulting | Real Estate | Sales | Digital Marketing

### Data Science certificate

2018

### RESULTS ACADEMY

NLP - practitioner certificate

## Community

- 2020, AHARAI! (volunteering) Training Instructor
- 2022, PAAMONIM (volunteering) Mentor and financial advisory

## Skills

- SQL
- Python
- Jira
- Figma
- WordPress
- Leadership
- Presentation
- Communications
- Team Building
- Problem solving

## Language

English

Hebrew

# Omer Biton

## Business Development Manager

Experienced business development manager with a strong background in data mining, understanding business needs and innovative technologies, customer development, and creating successful partnerships with companies. Having owned a business for over 4 years, I have the expertise and knowledge necessary to successfully grow a business, identify new opportunities, and develop strong relationships with key stakeholders. My passion lies in leveraging technology to drive business growth and build effective strategies to maximize a company's potential.

## Experience

2021 - 2022

DIGIBUDDY, parental control app, Herzliya,

### Co-Founder and Product Manager

- Led cross-functional teams to launch a Mobile app with a unique value proposition.
- Conducted market evaluation and Implemented go-to-market strategy and roadmap based on business analysis in an agile environment.
- Reached 1500+ social followers and 400+ prospects on the application's waiting list.
- Created collaborations with B2B and B2G key stakeholders to identify opportunities.
- Won the 2022 Annual Pitch Competition of the Adelson School for Entrepreneurship and received equity funds.

2021 - Present

NYU TEL AVIV, Global Program of NYU, Tel Aviv

### Community Manager

- Managed the community's digital assets: social networks, website, and newsletter.
- Operated the overall needs of the NYU student community, such as budget management, events organization, and B2B collaborations.
- Built relationships and supported students according to the organization's mission, vision, and values.

2020 - 2021

MINISTRY OF HEALTH, Emergency Operations, Tel Aviv

### Data Analyst (Procurement)

- Assessed and negotiated contracts for medical equipment, supplies, and services.
- Reviewed and translated analytical data into actionable items using high-level Excel and SQL queries.
- Analyzed databases with AI machine learning models using Python queries (Pandas, Numpy, visualizations, decision tree, KNN).

2017 - 2019

THE LOCKMAN, Digital Marketing (Maintenance field), Melbourne

### Founder and Business Development

- Generated a new business pipeline through outbound activities and inbound lead follow-up.
- Managed a complete sales cycle with an international audience to improve revenues.
- Determined client requirements and facilitated members in various services.
- Grew the operation ultimately resulting in acquisition by a leading marketing company.

2020 - 2021

INTERNSHIPS

MINISTRY OF LAW, Ransomware Intelligence

TARA Consulting, Political Marketing Consultant