

BENJAMIN GOLDMAN

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Summary

Client-facing marketing manager with 7+ years of experience building data-driven marketing strategies, managing cross-functional campaign execution, and translating performance insights into growth recommendations for global brands and B2B clients. Experienced working directly with stakeholders, owning campaign strategy, and optimizing marketing programs across paid media, lead generation, reporting, and funnel performance.

Experience

Kahena - *Global Marketing Agency* - 11/2025 - 4/2026

Jerusalem, Israel

Performance Marketing Consultant

- **Owned strategy and performance for B2B and eCommerce clients**, managing ~\$50K/month in paid search spend and driving up to 700% ROAS
- **Served as primary client contact**, translating performance data into actionable insights, testing roadmaps, and growth recommendations
- **Identified opportunities to scale high-performing campaigns through funnel optimization**, targeting refinement, and budget reallocation
- **Used campaign and lifecycle data to refine segmentation**, retargeting, and scaling opportunities across accounts
- **Built an AI workflow to automate search analysis**, generate ad variations, and accelerate testing

EssenceMediacom - *Global Marketing Agency* - 11/2022 - 5/2025

New York, United States

Performance Marketing Manager

- **Owned strategy and performance across 60+ Coca-Cola campaigns**, achieving ~400% ROAS vs a 200% benchmark
- **Partnered with client stakeholders** to turn campaign insights into retention and growth strategies, driving a 20% QoQ lift in repeat purchases
- **Led cross-functional execution across internal teams and partners**, improving launch speed and supporting faster testing cycles

Butler/Till - *New York Marketing Agency* - 11/2020 - 11/2022

New York, United States

Digital Media Manager

- **Improved performance across 200+ campaigns for pharma and finance clients**, increasing CTR up to 15% vs a 4% benchmark
- **Partnered with internal teams to translate campaign data into actionable insights**, targeting updates, and optimization recommendations
- **Mentored junior team members and supported execution across multiple accounts**, improving consistency and campaign efficiency

Wavemaker - *Global Marketing Agency* - 05/2018 - 10/2020

New York, United States

Paid Media Specialist

- **Supported strategy and execution for U.S. Navy campaigns**, driving 23% growth in monthly lead generation
- **Turned campaign insights into strategic recommendations**, increasing digital reach by 15% QoQ and improving media efficiency

Skills

Paid Acquisition: Google Ads, Meta, LinkedIn, Programmatic, Retargeting

Execution: A/B Testing, Bid Strategy, Budget Allocation, Campaign Scaling

Analytics & Tools: Excel, Google Analytics, HubSpot, Looker Studio, AI Workflows

Education

Queens College, CUNY - 01/2018

Bachelor of Arts in Psychology, Business Minor — Magna Cum Laude