

Yaron Meiner

DIRECTOR, MARKETING & OPERATIONS

Randolph, NJ · ymeiner@gmail.com · (862) 812-8460 · [linkedin.com/in/yaronmeiner](https://www.linkedin.com/in/yaronmeiner)

CORE SKILLS

Go-To-Market Strategy · Demand Generation · Growth Marketing · Marketing & Revenue Operations · SEO / Technical SEO · Conversion Optimization · Analytics & Attribution · Marketing Automation · AI Agents & MCP

TECHNOLOGY

AI

OpenAI API, n8n, LLM workflows, MCP

MARTECH / CRM

Salesforce, Marketo, Pardot, HubSpot, Zoho

ANALYTICS

GA4, Tag Manager, Looker Studio, Attribution

PAID MEDIA

Google, Meta, Amazon, LinkedIn

WEB & DEV

WordPress, Webflow, HTML/CSS/JS, SQL, Cloudflare, AWS

EDUCATION

BEN-GURION UNIVERSITY

Mechanical Engineering

ISRAELI ARMY

Officers School

SUMMARY

Marketing and operations leader specializing in martech, demand generation, and full-funnel optimization across SaaS and hardware businesses. Engineer by training, marketer by trade — equally comfortable setting strategy with executives and building the analytics, automation, and AI systems that deliver it.

EXPERIENCE

Director of Marketing & Operations

PetPace

2025 – 2026

- Rebuilt weekly direct sales twice — grew them ~3x, then recovered demand again after a v3 launch and major price increase
- Drove growth through funnel optimization, paid media, messaging, and conversion upgrades
- Built executive KPI dashboards integrating acquisition, website, and sales data for faster decisions
- Partnered with leadership, engineering, product, and vendors to execute growth priorities

Director of Digital Marketing

GRM Information Management

2022 – 2025

- Led digital marketing across multiple brands, websites, paid media channels, and lead-generation programs
- Designed and deployed an AI-powered email classification system using GPT models to route hot leads and service issues to the right teams
- Improved lead response speed, sales prioritization, and workflow efficiency through automated intent scoring
- Elevated marketing-operations maturity through stronger reporting, analytics, automation, and funnel discipline

Progressive Leadership to Director

Kemp Technologies

2013 – 2021

- Promoted across five roles over ~8 years: Web Developer → Manager → Information Architect → Sr. Web & Martech Manager → Director
- Transformed a low-maturity digital environment into a global demand-generation engine with dashboards, funnel visibility, and performance reporting
- Scaled web-sourced inbound lead generation to hundreds of qualified leads per week across global markets
- Redesigned Salesforce CRM handoffs from product-registration flows, converting user activity into pipeline

Founder

DATA-THAT LLC

2011 – 2013

- Built a web development and data solutions business: websites, reporting systems, analytics, and custom digital tools for multiple clients