

Saar Ben-Yoav

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Professional Experience

Senior Business & Product Analyst (Lead) | Gloat

July 2022 - June 2025

Leading end-to-end business and product analytics initiatives to drive data-informed strategy and product development

Key Achievements:

- Designed and built comprehensive analytics dashboards for both internal stakeholders and customer-facing applications
- Optimized product funnels by identifying critical process gaps, creating a streamlined experience focused on key data points that increased completion rates and data quality
- Created value quantification methodology to demonstrate customer ROI, enhancing value proposition and customer retention
- Experimentation & A/B Testing — hypothesis design, sample sizing, clean splits, guardrail metrics, lift analysis, rollout decisions.
- Developed innovative internal benchmarks by combining historical trend analysis with Artificial intelligence (AI) technologies (ChatGPT, Claude) to establish more precise and achievable business goals
- Architected data models using DBT and Visual Studio to transform raw data into structured, business-ready insights
- Implemented real-time data alert system focused on critical user journeys to detect and address performance issues before they impact user experience

Growth Marketing Manager & Growth Analyst | Sproutt

May 2021 - June 2022

Driving business growth through comprehensive analytics and strategic marketing initiatives

Key Achievements:

- **Executive & High-Pace Startup Execution** - partner directly with CEO and Head of Growth; rapid prioritization, crisp executive readouts, high-attention delivery.

- **Established company analytics** - framework providing essential business intelligence to executive leadership
- **Identified profitable customer segments** - through advanced data mining techniques
- **Scaled affiliate network** - through strategic relationship building and creative marketing implementation
- **Managed multi-channel marketing huge budget** - allocation across social media and partner platforms
- **Marketing Performance & Growth Analytics** — budget allocation and optimization, channel mix, conversion rate, Customer Acquisition Cost (CAC), Lifetime Value (LTV), Return on Ad Spend (ROAS), forecasting.
- **Business Intelligence (BI) Dashboards** — stakeholder-ready stories in Power BI / Looker Studio / Tableau; executive summaries and drill-downs.
- **Product Funnel Analysis & User Experience Optimization** — activation → conversion → retention; cohort analysis; friction and copy fixes.
- **Experimentation & A/B Testing** — hypothesis design, sample sizing, clean splits, guardrail metrics, lift analysis, rollout decisions.
- **Sales Partnership & Go-to-Market Analytics** — pipeline and funnel diagnostics, lead quality/scoring, Sales–Marketing feedback loops and SLAs.

Marketing Analyst | Fiverr

June 2020 - May 2021

Enabling data-informed marketing decisions in a high-growth environment

Key Achievements:

- Conducted in-depth marketing performance analysis to shape campaign strategy and execution
- Developed comprehensive measurement frameworks to quantify campaign effectiveness and ROI
- Created business intelligence dashboards for real-time marketing performance visualization
- Identified creative solutions to address emerging business challenges

Senior Data Analyst | eBay

October 2013 - February 2020

Transforming complex data into actionable insights driving revenue growth

Key Achievements:

- Provided critical data quality insights to global marketing teams, directly impacting sales performance
- Designed and implemented Tableau-based business intelligence dashboards for executive decision support

- Specialized in Motors and Vehicles vertical analysis, contributing to 8% annual GMV growth (\$50M-\$100M)
- Improved product metrics including 5% increase in coverage and 4% improvement in precision
- Developed algorithmic approach to landing page creation based on user search patterns, enhancing SEO performance

Copywriter | *McCann Erickson*

March 2012 - July 2013

Genres

Creating compelling marketing narratives for premium global brands

Key Achievements:

- Developed creative concepts for major brands including BMW, FOX, and L'ORÉAL
- Created multi-channel marketing campaigns across traditional and digital platforms
- Produced content for both commercial clients and non-profit organizations

Key Skills

- **End-to-End Analytics Leadership** — Define business question → Implement tracking & ensure data quality → Analyze & build dashboards → Present insights & suggest action items.
- **Executive & High-Pace Startup Execution** - partner directly with CEO and Head of Growth - rapid prioritization, crisp executive readouts, high-attention delivery.
- **Business Intelligence (BI) Dashboards** — stakeholder-ready storytelling in Power BI / Looker Studio / Tableau; executive summaries, drill-downs, and KPI definition.
- **Product Funnel Analysis & User Experience Optimization** — activation → conversion → retention; cohort and friction analysis.
- **AI ask-your-data Chat Bot creator** - An AI-powered Ask-Your-Data bot that helps decision-makers cut through noise and get instant answers from their data
- **Experimentation & A/B Testing** — hypothesis design, sample sizing, clean splits, lift measurement, guardrail metrics, post-test readouts.
- **Consumer Psychology & Messaging** — apply psychology degree to intent signals, objection handling, and persuasion; translate insights into copy and offers.
- **Event Taxonomy & Data Modeling** — front-end/back-end event definitions, schemas, tracking plans, and documentation.

- **Real-Time Monitoring & Alerts** — thresholds, anomaly detection, and on-call workflows for critical KPIs.

Technical Skills

- **Business Intelligence (BI) & Dashboards:** Power BI, Tableau, Looker Studio, Amazon QuickSight, Sisense
- **Data Warehousing & SQL:** Microsoft SQL Server (MS-SQL), Snowflake
- **Data Transformation & Development:** DBT (data build tool), Visual Studio , Python
- **Product & User Analytics:** FullStory, Mixpanel
- **Customer Relationship Management (CRM):** Salesforce
- **Artificial Intelligence (AI) Tools:** ChatGPT, Claude
- **Productivity & Business Tools:** Microsoft Office (Word, Excel, PowerPoint)

Education

B.A. in Psychology with Communications

Interdisciplinary Center Herzliya

2007 - 2010

Certification in Copywriting and Marketing Writing

Advertising and Communications College (ACC)

2010 - 2011

Languages

- Hebrew: Native proficiency
- English: Fluent
- Spanish: Basic