RACHEL CHEYFITZ

Senior Product Marketing Manager

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KEY ACHIEVEMENTS

Market Positioning Initiatives

Facilitated rebranding efforts, contributing to brand positioning & refining product messaging to enhance customer engagement and visibility. Liaised with demand generation and PR teams to boost media presence and position brand in competitive markets.

Shaped ICPs and Personas

Championed end-to-end execution of data-driven strategic projects, including ICP refinement, persona development, and competitive brand analysis, from ideation to successful operationalization.

Formed and Led High-Performing Teams

Led high-performing, multidisciplinary teams, fostering collaboration and driving innovation across various roles. Mentored technical writers and marketers, establishing processes for onboarding, training, and content creation to support hyper-growth environments.

Spearheaded Critical Business Processes

Developed and scaled critical business processes to drive successful outcomes, streamline cross-functional alignment, and improve operational efficiency. Introduced performance metrics and feedback loops for continuous improvement, while implementing platforms, newsletters, and tools to optimize launches and enhance internal engagement. Established a knowledge-sharing framework to strengthen team collaboration, with strategies continuously refined through iterative feedback.

Optimized Internal Communications & Sales Enablement

Led platform implementation, newsletters, and tools to streamline product launches, enhance crisis messaging, and boost internal engagement. Developed pitch decks, competitive intelligence reports, training materials, and product demos, significantly improving win rates and accelerating sales. Delivered internal knowledge tools to support GTM planning, resulting in a dramatic reduction in time spent answering questions manually—from approximately 1 hour per day for a single SME to just 10-20 minutes daily for all SMEs, improving efficiency across teams.

Headed GTM Strategies Leading to Exceptional Growth

Developed and implemented frameworks that delivered 300% year-over-year growth, reaching over $1M in quarterly ACV. Defined pricing and product strategies that increased market share to 65%. Led the PMM team in driving alignment and seamless communication across marketing, product management, sales, and other departments.

Product-Led Growth (PLG) and In-App Notifications

Piloted in-app product notifications as part of **PLG** strategies, boosting engagement and supporting the shift-left revolution in B2D environments. Introduced self-service onboarding flows and optimized user journeys to increase product adoption. Developed personalized upgrade prompts and trial experiences to convert free users to paying customers, enhancing retention and product stickiness.

SUMMARY

Seasoned marketing leader with 15+ years of experience in B2B SaaS, cybersecurity, cloud-native development, data visibility, observability and regulatory compliance. Specializes in creating impactful go-to-market strategies that align technical product value with business objectives. Expert at translating complex technologies into compelling business narratives that drive brand awareness, revenue growth, and thought leadership. Skilled in executing data-driven strategies, leading webinars, partner programs, and press initiatives, while collaborating seamlessly with internal teams, tech partners, and customers. Strong communicator with deep technical knowledge, adept at simplifying intricate concepts and fostering engagement across diverse audiences.

WORK SAMPLES

Product Videos

🔗 https://bit.ly/3YZzyLL

List of product explainer videos produced for various companies including Cisco, Snyk and Coro.

Compliance Hub

🔗 https://bit.ly/4fCk9q7

An end-to-end set of documentation detailing with the most common regulations across North America and EMEA.

PASSIONS

Strategic Communication & Knowledge Sharing

Committed to promoting team collaboration, sharing knowledge, and ensuring consistent key message communication to boost engagement and acceptance. Excited about simplifying complex concepts and aligning communication strategies with product growth plans to foster innovation and enhance brand visibility.

Learning & Professional Growth

Dedicated to staying ahead of the curve in technical and marketing fields, particularly in emerging technologies like cybersecurity and AI/ML. I regularly participate in courses, workshops, and self-study to keep my skills sharp and stay informed on industry trends.

Tool Integration & Workflow Optimization

Passionate about using no-code and low-code platforms like Zapier for workflow automation and tool integration, enhancing efficiency and scalability. Driven to find innovative solutions that streamline processes, reduce manual tasks, and empower teams to achieve more with less.

EXPERIENCE

Director of Product Marketing

Coro Cybersecurity   📅 08/2022 - Present   📍 Tel Aviv District, Israel

AI/ML-powered cybersecurity platform for SMBs, operating via direct and channels sales.

- Oversaw analyst relations activities, actively participating in report reviews, consultations, and interviews. Influenced market perception and positioned Coro as leading cybersecurity solution.

Head of Product Marketing and Documentation

Lytx   📅 05/2021 - 08/2022   📍 Yokneam

AI/ML-powered video telematics company, yielding 65% increased market share.

- Streamlined onboarding for customers via strategic partnership with #1 commercial telematics provider, advising on messaging to reinforce status as preferred vendor in their marketplace.
- Engineered pricing for Twilio partnerships and tailored messaging for data plans via Twilio & other telecommunications partners.

Product Marketing Manager

Lightrun   📅 01/2021 - 05/2021   📍 Tel Aviv, Israel

Pioneered content and marketing framework to drive engagement and support adoption for a revolutionary real-time debugging platform for developers.

Fractional Product Content and Product Marketing Advisor

Contentabl   📅 04/2020 - 10/2024   📍 Remote

- Advised on product & technical content and marketing for clients across industries like cybersecurity, AI/ML, & developer apps.
- Customized advise and content for numerous clients, such as Comeet, Alcide, Hysolate, Lightrun, XMCyber, Reco, Algosec, Akeyless, Pentera, Portshift, and ionir.

Senior Technical Content Developer

Snyk   📅 01/2019 - 04/2020   📍 Snyk - Tel Aviv, Israel

Specializing in securing code, dependencies and cloud infrastructure.

- Drove content strategies across marketing and product.
- Architected documentation infrastructure and in-app notifications.

Senior Technical Writer

Cisco   📅 02/2016 - 01/2019   📍 Netanya, Israel

Authored documentation for the Identity Services Engine (ISE), an Identity and Access Management (IAM) and Network Access Control (NAC) product leading in Authentication, Authorization and Accounting (AAA).

ADDITIONAL SKILLS

Industry and Vertical Knowledge

AppSec, Data Privacy, Compliance, Data Governance, DevSecOps, Cloud Infrastructure, Cloud Security, Cybersecurity, AI/ML, Developer tools, Cloud Services, Datadog, SIEM, Security, IT and DevOps Personas

Technical Skills and Tools

Open Source, APIs, GitHub, Jira, Confluence, Project Management Tools, Hubspot, Salesforce, Ignition, Gong, Salesloft, Chameleon.io, Slack, Zoom, Agile, CI/CD, Gitlab

Marketing and Business

Positioning and Messaging, Industry & Market Research, Market Education, Thought Leadership, Battle Cards, White Papers, Partner Enablement, Sales Enablement, Market Research, Content Strategy, Content Creation, Product Roadmap

TRAINING / COURSES

Leadership Workshop - Rom Eldad Business Psychology

Workshop on self-management, team management, and management without authority. Focused on analyzing challenging situations and learning coping strategies for influence, communication, managerial tasks, workspace functionality, and organizational context.

Coursera IT and Cybersecurity Courses

Audited, including completion of assignments, various professional courses in IT and Cybersecurity for IT professionals such as Introduction to Computers and Operating Systems and Security, Introduction to Cybersecurity: Cyber Attacks and Cybersecurity Management and Compliance.

EDUCATION

Bachelor of Arts in Humanities
The University of Chicago

Master's Degree in Teaching English as a Foreign Language
University of Liverpool

LANGUAGES

English	Native
Hebrew	Advanced Proficiency