

# Rachel Cheyfitz

Fractional Marketing Consultancy | GTM Strategy · Product-market Fit ·  
Technical Writing · AI Workflows | Tel Aviv / Global

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**GTM Strategy & Product Marketing** ICP definition, competitive positioning, analyst relations, launch strategy, content marketing, demand generation, developer marketing, sales enablement, product-market fit.

**Technical Documentation & Developer Experience** Documentation systems from scratch, API and SDK docs, developer portals, user guides, knowledge bases.

**AI-Augmented Workflows & GEO** AI-assisted content pipelines, MCP server architecture, prompt engineering systems, Remotion video production, React application development, generative engine optimisation (GEO), automated documentation workflows. Built independently and deployed in production.

## SOME OF MY ENGAGEMENTS:

Lightrun · Firebolt · Fiverr · Cycode · Akeyless · Pentera · XMCyber · Reco · AlgoSec · BlinkOps · Alcide · Hysolate · Portshift · Ionir · Comeet · Canditech · Approve.com (acq. by Tipalti) · Agmatix · Melp (stealth) · ProxyLegal · SparkBeyond (select clients; additional engagements under NDA) · Snyk · Netformx (2014–2016) · Amdocs · Synerion

## EXPERIENCE (FRACTIONAL AND FULL TIME)

### Head of Marketing | Visual Layer (Computer Vision and AI, acquired by Camtek, Nasdaq: CAMT, April 2026) | April 2025 - April 2026

Company ARR grew from under \$1M to \$3M during tenure (source: company data).

- Produced a full documentation suite including developer guides, deployment and installation guides, and five LaTeX-compiled partner-facing guides for the \$3M+ Camtek integration.
- Independently documented the entire product codebase with near-zero engineer corrections.
- Built developer-facing GTM infrastructure including SDR outbound sequences, ABM targeting for the manufacturing vertical, and conference strategy across 65+ evaluated events.
- Produced animated product explainer videos end-to-end using Remotion.
- Built AI and MCP pipelines encoding company-specific business context.

### Senior Director, Product Marketing | Coro (Cybersecurity SaaS, 300+ employees) | August 2022 - December 2024

Led product marketing for a Series C cybersecurity platform during a period of 300% YoY company growth, scaling to \$1M+ quarterly ACV. Competitive positioning, analyst relations oversight (Gartner, Canalys, Omdia), and sales enablement for a channel-led GTM model.

- Built a team of 13 direct and indirect reports.
- Built the centralized knowledge center consolidating product, competitive, and enablement content across a multi-LOB portfolio.
- Built Coro's compliance resource hub covering 20+ global regulatory frameworks.
- Partnered on a website redesign optimizing lead generation.
- Reported to CEO; member of the company leadership team.

### Head of Product Marketing | Lytx / Surfsight (AI-Powered Video Telematics, Permira-backed, \$2.5B+, 850 employees) | November 2020 - August 2022

Led product marketing and documentation for a Permira-backed fleet telematics company (\$2.5B+ valuation). 4 direct reports. Part of the executive leadership team.

- Launched a 300+ page developer portal reducing partner onboarding time by 35%.
- GTM strategy for new product launches and Twilio/Geotab partnership messaging.
- Led crisis communications during a mass customer data loss event.
- 65% increase in market share during tenure (company data).

**Founding Technical Writer | Firebolt (Cloud Data Warehousing) | 2020**

First technical writer hired. Built the documentation system: architecture, toolchain, information structure, style guide. Delivered 100+ pages of product and API documentation before public launch.

**Founding Head of Product Marketing | Lightrun (Developer Observability) | 2020-2021**

Built the marketing function from a blank slate for a developer-tools startup. Owned strategy and execution: ICP definition, competitive positioning, content program, SEO, demand generation, sales enablement, and analyst relations.

- Produced a 250+ page technical knowledge base covering all product features ahead of a major product release — written from scratch in 8 weeks.

**Fractional UX Writer | Fiverr (Freelance Platform) | 2021-2022**

UX microcopy across web and mobile product surfaces. Contributed to category expansion initiatives and marketplace upgrade content.

**Founding Technical Writer | Snyk | February 2018 - January 2020**

Documentation infrastructure; hundreds of pages of online help; implementation of widget and management of in-app announcements; documentation of on-prem solution

**Security Division Senior Technical Writer | Cisco (Networking and Security) | February 2016 - January 2018**

ISE and network security documentation for enterprise and government deployments.

**CAPABILITIES****Strategic & Leadership**

- GTM from zero — positioning, ICP, launch, content program, sales enablement
- Analyst relations — Gartner, Canalys, Omdia oversight and briefing management
- Team building — hired and led writers and marketers (up to 13 reports)
- Cross-functional alignment with product, sales, and engineering
- Board-level narrative and investor-facing messaging
- Crisis communications — led customer-facing comms during a mass data loss event

**Technical Fluency & Tools**

- Docs: Mintlify, Readme, Confluence, GitHub
- Marketing: Salesforce, HubSpot, Webflow, Figma
- AI/Automation: Claude, Claude Code, n8n, MCP server architecture
- Research: Crayon, ZoomInfo

**EDUCATION**

BA, Humanities, University of Chicago | MA, Teaching English as a Foreign Language (TEFL), University of Liverpool