



Oren Zigelman

Founder & Marketing Executive | Growth Leader

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Profile

Founder and marketing executive with 12+ years of experience leading end-to-end growth and learner acquisition. Deep expertise in B2C education, hands-on campaign management, KPI definition, data analysis, and forecasting. Translate customer behavior, market trends, and competitive insights into growth opportunities. Lead cross-functional execution and structured experimentation—from hypothesis and test design through measurement and recommendations to improve conversion, acquisition efficiency, and revenue.

Selected Experience

Lootheads | Feb 2023 - Present

Co-Founder & COO

- Co-founded Lootheads, mobile-gaming studio and raised **\$6 million**.
- Led all company marketing, owning strategy and execution; built and led the marketing team.
- Aligned marketing with product, creative and business priorities to support consumer growth.

Workiz | Feb 2021 - Feb 2023

Director of User Acquisition

- Owned paid and inbound acquisition, demand generation and the self-serve conversion funnel.
- Led a global marketing team; used CPA, CAC and historical data to guide strategy and forecasts.
- Designed automated customer journeys and partnered with sales to improve conversion.

Jolt | Nov 2018 - Feb 2021

Director of User Acquisition

- Promoted from Regional Marketing Lead to Director of User Acquisition; owned paid and inbound acquisition and the self-serve buying funnel for B2C education.
- Led a global marketing team and PPC specialists against CPA and ROAS goals; used performance data to prioritize channels and forecast demand.
- Built regional plans and automated customer journeys from customer insights, connecting PPC, content, email nurturing and offline events to engage prospective learners.

BPM College | Mar 2014 - Oct 2018

Vice President Marketing

- Progressed from User Acquisition Manager & Head of Growth to VP Marketing; led a 10-person team and paid and organic acquisition for B2C music education.
- Built and optimized Google Ads, Facebook Ads, Outbrain and Taboola campaigns; developed email/SMS journeys with A/B testing and managed SEO, content and social channels.
- Shaped strategy with the CEO and Sales Manager using market research and customer feedback; maintained a high NPS and led music events and BPM Music Shop go-to-market activity.

Education

Reichman University (IDC Herzliya)
BA, Communication

Language

- English - Full professional proficiency
- Hebrew - Native proficiency