

Tali Soroker

tsoroker9@gmail.com ❖ (707) 933-9668 ❖ Brooklyn, NY

Data-driven storyteller with 7+ years of experience in content marketing, product marketing, and competitive intelligence roles. With a background in mathematics and a passion for understanding the intricacies of human behavior, I excel at uncovering hidden patterns and fostering cross-functional collaboration to develop innovative solutions. My experience in leading competitive intelligence initiatives and driving product launches has equipped me with a deep understanding of the interplay between market dynamics, customer needs, and business objectives.

WORK EXPERIENCE

HiBob

Mar. 2023 – Present

Market & Competitive Intelligence Manager

Tel Aviv, New York

- Established a scalable Competitive Intelligence (CI) program using the Crayon platform, resulting in a 190%+ increase in monthly battlecard views, a 13%+ YoY win rate improvement, and expansion of competitive enablement across the entire GTM and CS organizations, Product, and Executive Leadership.
- Operationalized qualitative win/loss analysis to complement quantitative sales data and identify key business opportunities within Ideal Customer Profiles (ICPs) and the competitive landscape; presented findings to product teams to inform roadmap planning and to GTM teams to facilitate strategic decision-making.
- Delivered strategic monthly market updates to executive leadership, encompassing business strategy, financials, win/loss insights, and comprehensive head-to-head product comparisons to inform high-level decisions.
- Appointed as one of HiBob's first AI Leaders, bringing extensive cross-departmental understanding to drive AI adoption by translating complex workflows and OKRs into scalable, value-driven solutions; empowered peers with practical AI applications and helped cultivate an AI-first mindset across the organization.
- Contributed to company culture and sense of belonging by leading initiatives across Employee Resource Groups (ERGs), authoring a company-wide blog posts on inclusive language, and participating in L&D programs to foster learning and career growth opportunities within the organization.

Coralogix

Nov. 2021 – Mar. 2023

Founding Product Marketing Manager

Tel Aviv

- Established the Product Marketing Manager (PMM) function during the company's pivot to the Observability market, distilling the platform's complex underlying technology into sharp positioning & messaging.
- Spearheaded the development of a comprehensive pricing strategy and ROI calculator in collaboration with cross-functional leaders, leveraging competitive intelligence to achieve more competitive market positioning and drive customer value.
- Collaborated with customers to produce case studies, video testimonials, and conference talks showcasing their ROI, using customer insights to refine messaging.

Coralogix

Apr. 2021 – Nov. 2021

Head of Content

Tel Aviv

- Led the migration of the company website, including the restructuring of Product and Solution pages to align with the new Go-to-Market (GTM) strategy, informed by market and user understanding.
- Established and executed the DevOps content marketing strategy, collaborating with freelance SEO consultants and technical writers to drive market visibility.

Marketing Consultant

Mar. 2020 – Apr. 2021

Self-employed

Tel Aviv

- Provided strategic marketing consulting, leveraging in-depth marketing analytics and reporting to guide client decision-making and optimize digital performance across websites, funnels, and paid channels.
- Directed comprehensive SEO strategies, including keyword analysis and content guidance, by managing SEO

agencies and performing on-page optimizations to significantly enhance market visibility and organic reach.

- Conducted competitive content analysis and audience research to inform content strategy and create high-impact marketing collateral, including case studies.

OverOps

Jun. 2017 – Feb. 2020

Content Manager & Marketing Analyst

Tel Aviv

- Owned content creation and multi-channel distribution (blog, proprietary content, social media, affiliate partners), leveraging data analysis to optimize content performance.
- Managed digital ad campaigns across platforms and third-party sites, assuming full responsibility from concept to copy to optimization, with a focus on analyzing campaign effectiveness and market reach.
- Reported on team KPIs and conducted in-depth analysis of lead conversion funnel, providing ad-hoc analytics to support team initiatives and inform strategic adjustments.

EDUCATION

Northeastern University

May 2017

B.Sc. Mathematics

Boston, MA

- Honors: *Cum laude*, *Dean's List*, 3.4/4.0 GPA
- Undergraduate mentor for Math department assisting in introductory MATLAB seminars
- Data Migration project supervisor for NU Hillel

SKILLS

Competitive Analysis, Win/Loss Analysis, Market Research, Market Sizing & Segmentation, Pricing Strategy, SWOT Analysis, Trend Analysis, Excel, Tableau, R (familiar), Go-to-Market (GTM) Strategy, Buyer Journey Mapping, Strategic Planning, Product Positioning & Messaging, Content Strategy, Field Enablement, Executive Presence, Cross-functional Leadership, Stakeholder Management, Project Management, Business Case Development, Presentation & Communication