

# DANIELA ENGELBERG



## ENVIRONMENTAL MARKETING STRATEGIST

Digital Marketing Manager with over 10 years of experience specializing in the environmental sector, helping companies grow their positive impact. In addition to the roles listed below, I have worked as a freelance marketing strategist with a diverse portfolio of clients, featured on my [website](#). My expertise extends beyond traditional marketing—I excel in transforming data insights into compelling stories that drive conversions and amplify the positive influence of the companies I work with.

## EXPERIENCE

### DIGITAL MARKETING MANAGER

*UBQ Materials | 2021-2024*

Led digital strategy across paid and organic social media, ABM campaigns, and content initiatives, driving engagement, conversions, and follower growth.

Managed cross-functional teams across social media, SEO, PR, website development, design, and branding to align and amplify digital efforts.

Directed website and SEO strategy, increasing organic traffic and search visibility through continuous, SEO-driven content creation.

Ensured creation of all necessary assets for social media, events, presentations, and product launches, maintaining consistent brand quality.

Built and engaged a subscriber community through well-crafted newsletters, driving higher open rates and fostering customer loyalty.

### MARKETING MANAGER

*Gauzy Ltd. | 2017-2019*

Boosted lead generation by 800% and ensured strong lead retention by logging and qualifying over 20 leads daily in Salesforce.

Led cross-departmental alignment with Sales, optimized campaigns through data analysis, and drove conversions across digital channels.

Created and directed high-impact marketing content, including a Nasdaq video displayed in Times Square, ensuring brand consistency across all materials.

Launched new social media platforms and managed supplier relationships, including content writers and designers, to maintain quality and brand standards.

Expanded product awareness and development for key innovations like the Mini Controller, SPD, and Solar Control Film, while overseeing trade show production and securing a major partnership at Glasstec.

### BUSINESS DEV & MARKETING MANAGER

*Telavivian | 2017-2018*

Launched the magazine's first printed edition and organized a successful pop-up shop showcasing Israeli designers, enhancing brand visibility.

Grew and managed an engaged social media community of 50k+ organic followers, closed 20+ new customer deals, and maintained strong relationships with 50+ businesses in Tel Aviv.

### MARKETING STRATEGIST

*The New Denim Project | 2014-2017*

Directed social media, PR strategy, and produced investor presentations to enhance brand reach and funding.

Built strong industry relationships through networking, led events like Maison et Objet 2017, and created a branding template for consistency across marketing, technical, and HR materials.

## SKILLS

Digital marketing

Social campaigns

Branding and design

Content creation

SEO

Team management

Lead generation

Market research

Website management

Storytelling

Budget management

Reporting

Communication skills

Detail oriented

## EDUCATION


### MASTERS IN ENVIRONMENTAL STUDIES


*Tel Aviv University | 2019-2020*


### BACHELOR OF BUSINESS ADMINISTRATION (B.B.A), MARKETING

*Reichman University | 2012-2015*

## CONTACT

 +502 3015 2449

 [danielaengelberg.com](https://www.danielaengelberg.com)

 [danielaengelberg@gmail.com](mailto:danielaengelberg@gmail.com)

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