

Regev Barak

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Experience

07/2024 — 07/2025 BERLIN, GERMANY

Meta Marketing Consultant - Hebrew Market Concentrix Berlin

- Worked directly with advertisers to analyze usage patterns and optimize platform adoption.
- Identified friction points in onboarding and campaign setup workflows, improving engagement by 35%.
- Built dashboards tracking ROAS, CPA, and funnel conversion to inform usage improvements.
- Provided structured feedback to internal product and platform teams based on client behavior.
- Participated in regular client calls to translate product features into practical marketing workflows.

12/2020 — 02/2022 TEL AVIV-YAFO, ISRAEL

Product Manager Dario Health Corp

- Led initiatives improving product retention by 25% through segmentation-based onboarding and engagement optimization.
- Analyzed user behavior to identify drop-off points across activation and ongoing usage stages.
- Collaborated closely with customer success teams to improve onboarding clarity and reduce friction.
- Coordinated launch readiness for hardware-integrated features, supporting post-launch adoption.
- Implemented KPI dashboards measuring activation, retention, and feature adoption rates.
- Translated real user feedback into structured product improvement recommendations.

07/2019 — 12/2020 TEL AVIV-YAFO, ISRAEL

Product Manager Upright Technologies Ltd (acquired by Dario Health)

- Defined user journey flows to reduce onboarding friction and improve early engagement.
- Introduced experimentation frameworks to test feature adoption and improve usability.
- Worked cross-functionally with support and marketing to ensure consistent messaging during feature rollouts.
- Monitored feature adoption rates and provided structured reports to leadership.

04/2018 — 07/2019 TEL AVIV-YAFO, ISRAEL

Customer Success Associate Upright Technologies Ltd (acquired by Dario Health)

- Managed direct communication channels (Facebook, Instagram, Amazon, Twitter), resolving product-related inquiries.
- Identified recurring user pain points and translated insights into product and onboarding improvements.
- Improved retention by 15% through structured feedback analysis and lifecycle communication adjustments.
- Supported customers in understanding product capabilities and best-use workflows.

Education

07/2010 — 10/2011 HERZLIYYA, ISRAEL

Government, specialization in Counterterrorism and Homeland Security | M.A. Reichman University

10/2006 — 10/2009 TEL AVIV, ISRAEL

Behavioral Science | B.A. Tel Aviv-Yafo Academic College

01/2018 — 06/2018 TEL AVIV, ISRAEL

User Experience Design | Diploma Netcraft Academy

10/2018 — 07/2019 TEL AVIV, ISRAEL

Graphic Design | Diploma 6B Design Studio

Certification

Digital Marketing Associate Meta

Tech abilities

— SKILLS

Product Adoption
Activation Metrics
Retention Analysis
Cohort Analysis
A/B Testing
Onboarding Optimization
Funnel Analysis
KPI Tracking
User Segmentation
Customer Feedback
Analysis
Google Analytics
Power BI
Jira
Confluence

Languages

English (C1)

Hebrew - Native

German: Basic knowledge (A1.2)