

NAAMA KAUFMAN

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Marketing & Growth — e-commerce, customer journeys and AI-led commerce

Digital and e-commerce strategist building brands, growing revenue and reimagining how customers move from discovery to purchase, return and loyalty. I diagnose where the customer journey breaks, set the digital strategy and roadmap, and oversee execution through to measurable results. I understand e-commerce from both sides: first as a highly engaged customer, and then as the professional shaping the strategy, experiences and decisions behind the screen. I am most interested in the point where brand, customer insight and performance meet — using data and creativity to build experiences that feel relevant, strengthen loyalty and deliver measurable commercial growth.

I have recently completed my MA in Strategic Fashion Marketing at London College of Fashion, researching how AI agents and agentic search are changing the way people discover, trust and buy fashion. I bring that thinking together with hands-on e-commerce experience, commercial instinct and a problem-solving mindset, and I do my best work where I can take real ownership and make a measurable difference.

KEY ACHIEVEMENTS

357%

revenue growth — 600,000+ NIS in six months, Mother of All

\$250K

in investments and 600+ new users from a virtual summit, OurCrowd

280%

follower growth from an influencer programme built from scratch, Avishag Arbel

~10%

lift in sign-ups from on-site conversion tools, OurCrowd

AI & AGENTIC COMMERCE

- **MA research, London College of Fashion (2026):** how AI agents and agentic search are reshaping fashion discovery, consumer trust and the path to purchase.
- **B. — Founder Project:** an AI shopping-companion concept, prototyping in n8n; pitched at UAL Pitch It 2026.
- **The Taste Index:** Substack for e-commerce and DTC marketers, using fashion as a strategic lens.

PROFESSIONAL EXPERIENCE

Marketing & Growth Strategy Consultant AI-powered platform 2026 – present

- Advise the founder on brand and marketing strategy, website experience, content and partnerships.
- Mapped the user journey and flow, and built the roadmap for growth.
- Selected key partners and shaped the partnership approach.
- Advise on analytics and conversion tracking so marketing activity can be measured through to results.

Marketing Manager Mother of All, designer eveningwear Feb 2024 – Jan 2025

- Defined the B2C online sales strategy and roadmap, then oversaw delivery across e-commerce and marketing — a **357% revenue increase** (600,000+ NIS in six months).
- Diagnosed the customer journey using Hotjar heatmaps, conversion tracking and traffic breakdowns to find friction and guide where to focus.
- Helped redesign the Shopify store from the back end forward to support the strategy — structure, navigation, collections, product arrangement and homepage.
- Directed the PPC team on campaign approach and focus across Meta, Google and social channels; aligned paid acquisition, influencer partnerships and PR in one integrated marketing calendar.
- Built retention into the plan: a collection launch, promotional events and an email newsletter driving repeat purchase.

Senior Product Manager, Head of Product-Led Growth & Top of Funnel

Jan 2022 – Jun 2024

OurCrowd

- Owned product-led growth and top-of-funnel strategy for a global investment platform.
- Managed a **six-person product delivery team**, aligning development, QA and cross-functional stakeholders from strategy through delivery.
- Introduced AI-powered personalisation of content and recommendations across the user journey.
- Designed acquisition initiatives, including a virtual summit (**600+ new users, \$250,000 in investments**) and SEO-led "Learn" and "Startup News" content.
- Built on-site conversion tools (dynamic banners, pop-ups) that delivered a **~10% lift in sign-ups**.
- Led the Vantage website launch and the OurCrowd redesign, aligning design, development and analytics teams.

International Product Manager (B2B / B2C websites)

Avishag Arbel, Israel's largest

Sep 2019 – Jan 2022

maternity brand

- Led international growth — B2B/B2C operations and client onboarding to build the brand's global presence.
- Designed and launched the brand's international B2C website, focused on customer experience and conversion.
- Created the influencer programme from scratch — **280% follower growth**.
- Coordinated contractors, design teams and a PPC agency against budget goals and brand KPIs.

Custom CRM Developer (Freelance)

Segula Magazine

Jan 2018 – Jul 2019

- Digitised customer service operations by designing and implementing a tailored subscriber CRM.

Assistant to the Head of Marketing

Techelet Ltd

Mar 2016 – Dec 2017

- Supported ad sales strategy, editorial fashion shoots and print placement; helped reduce churn by **10%** across 20,000+ readers.

Founder & CEO

T-Shops Ltd, online fashion store

Aug 2015 – Mar 2016

- Built and launched an online fashion store from scratch, owning UI/UX design, product curation and photoshoots.
- Planned and ran the digital marketing to attract and retain customers.

CAPABILITIES

- **Digital strategy:** e-commerce and marketing strategy, roadmaps, growth and top-of-funnel planning, international expansion
- **Customer insight:** journey diagnosis, consumer behaviour research, heatmap, conversion and traffic analysis
- **AI & innovation:** AI personalisation, agentic commerce research, rapid prototyping (n8n, Lovable)
- **Delivery:** leading cross-functional teams, agencies and contractors from plan to launch

TOOLS

- Shopify, Hotjar, Google Analytics, Data Studio, Klaviyo, WordPress, Unbounce, Figma, Jira, Monday.com, Lovable, ChatGPT, Gemini, Claude

EDUCATION

- **MA Strategic Fashion Marketing** — London College of Fashion, UAL (2026)
- **BA Marketing & Business Management (Honours)** — IDC Herzliya (2017)
- **Principles of Luxury** — Sotheby's Institute of Art (2024)