

ELLA PARTOOK

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Want to go beyond the CV? [Interview it.](#)

I built an AI version of myself that can answer questions about my PMM and marketing experience, and position your product in 60 seconds!

PROFESSIONAL EXPERIENCE

Product Marketing Lead, Dealfront (Remote)

12.24 - Present

- Lead PLG go-to-market strategy across self-serve and enterprise segments, driving acquisition, retention, and expansion.
- Own positioning and messaging, defining what's new, why it matters, and how it stands out.
- Drive adoption and conversion through in-product flows and lifecycle campaigns.
- Design onboarding journeys and adoption programs; engagement rose 34% and multi-product accounts grew 20% during the rollout.
- Partner with Product, Growth, and Sales to shape go-to-market strategy and support customer-facing conversations.
- Build sales enablement assets and refine messaging based on real customer and deal insights.
- Leverage AI tools to accelerate research, synthesize customer and market insights, and drive faster, higher-quality go-to-market execution.

Senior Product Marketing Manager, Lusha

01.22 - 06.24

- Led positioning and messaging during shift to PLG, redefining how value is communicated to users.
- Owned product narratives across launches, from strategy through execution and iteration.
- Partnered with Product and Growth to shape target audiences, value props, and go-to-market.
- Built sales and marketing assets based on real customer insights, improving conversion and sales effectiveness.
- Drove initiatives to improve product understanding and adoption using data and research.

Product Marketing Manager, ironSource & Reason Labs

08.18 - 07.21

- Led product marketing strategy for digital solutions (B2B) and cybersecurity products (B2B & B2C), focusing on adoption and growth.
- Developed positioning, messaging, and marketing campaigns to drive user acquisition and product engagement.
- Collaborated with Product, Sales, BI, and Customer Success teams to strengthen value propositions and improve conversion.
- Executed digital acquisition campaigns using A/B testing and performance analytics.

EARLIER EXPERIENCE

Senior Communication & Partnership Manager – Playbuzz (2018)

Marketing Manager – Headstart Group (2017 – 2018)

Marketing Associate – Barclays Accelerator powered by Techstars (2017)

Marketing & Investor Relations Manager – Reality Investment Fund (2012 – 2016)

Senior Communications Consultant – Zeevik Dror PR Firm (2007 - 2011)

EDUCATION

BA in Communications and Management, The College of Management Academic Studies

OTHER EXPERIENCE & VOLUNTARY WORK

- Community Leader, United States, Jewish Agency
 - National Service at the Hebrew University's Botanical Garden, Jerusalem
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LANGUAGES

- Hebrew - Native language
 - English - Native level
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SKILLS

Product Marketing | PLG Growth | Go-to-Market Strategy | Product Positioning | Messaging | Pricing & Packaging | Competitive Intelligence | Product Adoption | B2B SaaS | AI-assisted Marketing
