

Osher Dukarker

B2B Marketing Manager | Demand Generation, Campaigns & GTM
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PROFESSIONAL SUMMARY

B2B marketing manager with 7+ years across cybersecurity, technology and digital agencies. Owns marketing end to end for complex enterprise services, covering campaign strategy and execution, demand generation, content and website management, sales enablement and marketing tooling. Partners with executives, Sales and technical experts to turn technical and regulatory topics into clear messaging, integrated campaigns and qualified pipeline. M.A. in Information Science and an advanced user of AI tools for marketing productivity.

CORE COMPETENCIES

Marketing Strategy & Planning | Multi-Channel Campaign Management | Demand & Lead Generation | Sales Enablement | Content & Website Management | Marketing Analytics & Reporting | Marketing Tooling & Ops | AI-Assisted Marketing

PROFESSIONAL EXPERIENCE

Marketing & Business Development | BDO Israel, Cyber Division | 2022-2026

- Owned end-to-end marketing for the cyber division, covering strategy, campaigns, content, websites, social and lead generation across enterprise services including MDR, TPRM, ISO compliance and privacy.
- Planned and executed integrated, multi-channel campaigns for executive, technology, legal and compliance audiences, translating technical and regulatory topics into clear value propositions.
- Built and ran demand-generation activity across PPC, outreach and ABM account targeting; independent and SDR outreach generated dozens of opportunities, meetings and proposals and contributed to a closed engagement.
- Ran PPC lead generation that built a qualified lead base and acquired a new client, tracking engagement and conversion to improve campaigns.
- Produced sales-enablement assets, including one-pagers, decks, white papers, case studies, email sequences and target-account lists, and prepared Sales and SDR outreach.
- Managed service websites and grew the LinkedIn audience from 400 to 850 followers; partnered with an SEO provider to improve search visibility and traffic.
- Identified a sales-intelligence gap, evaluated ZoomInfo and alternatives, and led its adoption within the unit; built a custom GPT and integrated ChatGPT and Claude into marketing workflows.

Digital Marketing Specialist | iWebsite | 2021-2022

- Managed PPC, SEO, content and conversion performance for client accounts; administered WordPress sites and reported results through Google Analytics and Search Console.

SEO Project Manager | GH.A Digital Marketing Agency | 2019-2021

- Led SEO and content projects for international fintech and cybersecurity clients, using market, competitor and UX analysis to build marketing plans and improve performance across WordPress and HubSpot.
- Acted as the direct point of contact for a fintech client, coordinating priorities, scope and reporting straight with the company's CEO.

SAP Training & Implementation Instructor | Ness Technologies | 2017-2019

- Supported SAP CRM implementations and go-live readiness, working directly with department managers and their teams at enterprise clients through user training and pre- and post-launch support.

SEO Freelancer | Freelance | 2013-2015

- Delivered SEO, PPC and website marketing services for clients in the Israeli market.

EDUCATION

M.A. Information Science (Information Technologies), Bar-Ilan University | 2022-2025

B.A. Technological Marketing (Information Systems), Sapir College | 2019-2022

TOOLS & LANGUAGES

Marketing & Demand Gen: HubSpot Inbound Marketing Certified (2026) | Google Analytics | Search Console | Ahrefs | SE Ranking | Apollo.io | ZoomInfo | PhantomBuster

AI & Automation: ChatGPT | Claude | Custom GPT development | Prompt engineering | LLM integration in content workflows

CMS & Content: WordPress | Elementor | Canva | Capcut

Technical: HTML | CSS | JavaScript | Python | SQL

Languages: Hebrew, native | English, native-level | French, basic