



SHARONE ZITZMAN

MARKETING TECHNOLOGIST

A marketing professional, with experience in technical & product marketing, with specific expertise in open source, simplifying complex technology concepts, community building & management, and improving developer experience of products.

WORK EXPERIENCE

HEAD OF USER COMMUNITIES, SNYK · 05-2020 - 12-2020

Achievements:

- **Infrastructure:** Built the Snyk User Community from the ground up, based on Forem.com at community.snyk.io, while delivering the ongoing content, live events and breathing heart of the community
- **Innovation:** Converged two popular DevSecOps communities into one site - mydevsecops.io into devseccon.com - taking the largely f2f conference site and community to a digitized COVID-ready platform with ongoing technical content and events.
- **Growth:** Grew DevSecCon community by 150%+ in 6 months, and delivered 2000+ attendee global virtual event
- **SEO & Content:** Launched the first-ever [SecAdvent blog post series](#) with 25 posts throughout December on leading security topics, by influencers in the security industry.
- **Reach:** Organized community opps for the extended team on leading podcasts including: Javascript Jabber, Arrested DevOps, Conversations with Bacon, Page it to the Limit, Reversim, the Open Source Security Podcast, and more.

HEAD OF DEVELOPER RELATIONS, APPSFLYER · 05-2020 - 12-2020

Built AppsFlyer engineering brand from the ground up, with presence in:

- 36 Global Conferences (Top tier - O'Reilly Events, Kafka Summit, DevOxx, Codemotion and more), 20+ Meetups, and participation in 6+ Hackathons
- Built database of developer talks, mentored, and cultivated speaking talent within the organization (See here: [AppsFlyer/engineering-org-resources](https://appsflyer.com/engineering-org-resources))
- Conceptualized, curated & launched the first ever global engineering hackathon: With 200+ engineers participating 8+ professional workshops (including: IoT, Machine Learning, Public Speaking, Engineering Management, Blockchain and Cryptocurrency among others) See more here: <https://hackweek.dev>
- Expanded company focus from engineering brand to developer experience, and hired first developer advocate, as developer-facing products domain expert
- Built sustainable long-term content strategy (See [Medium.com/AppsFlyer](https://medium.com/AppsFlyer))

CLOUDIFY (GIGASPACE SPINOFF) · 02-2011- 12-2018

Roles Held:

- VP Marketing
- Director of Marketing
- Open Source Community Lead, Cloudify

Achievements:

- Managed a team of two senior marketing experts, community evangelist & data analyst, SDRs and interns
- Doubled revenue from 2016 to 2017
- Added \$2M+ ARR revenue from 2017 to 2018 to date
- Tripled customer base
- Established Cloudify as a market leader in the Telco vertical
- Led product marketing & improved customer journey
- Built developer community from the ground up

INTERNATIONAL MARKETING & TECH WRITER, COMSEC GLOBAL

· 09-2008 - 02-2011

STREET KRED

Built tlycommunity.dev from the ground up
Lead [DevOps Israel](#), [Cloud Native & OSS IL](#),
and co-organize [Statscraft](#) communities
Public Speaker & Open Source Advocate

Resources:

[LINK](#) · [LINK](#) · [LINK](#)

CONTACT INFO

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EDUCATION & ARMY SERVICE

Bar-Ilan University, Ramat Gan - 2008
Central High School, Philadelphia - 1998
Army Service: Nov 2001-July 2004

LANGUAGES

HEBREW - FLUENT
ENGLISH - MOTHER TONGUE
SPANISH - CONVERSATIONAL

SKILLS

TECH & DEVELOPER-DRIVEN
MARKETING · GUERILLA MARKETING ·
GROWTH & LEAD-GEN · COMMUNITY
MANAGEMENT · PRODUCT MARKETING