

Ale Sitt

MARKETING DIRECTOR · BRAND & CREATIVE DIRECTION · GROWTH

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In my last role as Marketing Director I grew revenue from \$20K to \$60K a month in 8 months. Before that I ran the revenue operations that took a US company from \$10K to \$30K a month in 3 months, with peaks of \$40–50K. And before marketing, I sold. Ten years building brands, leading teams and driving revenue across three countries.

EXPERIENCE

Marketing Director / VP Marketing

LA MERCHERÍA (VÍA COTONE) · 2025 – 2026

- Ran marketing for La Merchería, **part of an 80 person merchandising group**.
- Grew revenue **from \$20K to \$60K a month in 8 months** through brand strategy, content systems and marketing direction.
- Owned brand, creative direction and content, with hands-on input on product, web and sales.
- Produced, scripted and performed in 20+ audiovisual productions, coordinating camera, edit and post teams.

Sales & Marketing Strategist

JERRY WISE · REMOTE, USA · 2024 – 2025

- Rebuilt the marketing and sales funnel architecture from scratch.
- Landed podcast partnerships by cold outreach: Lewis Howes and Digital Social Hour. **Millions of views, the company's best content in a decade.**
- Built the CRM and automation in HubSpot: lead scoring, sequences, reporting.
- Grew monthly revenue **\$10K to \$30K in 3 months**, peaks of \$40–50K.

Inbound Sales Specialist

MYHERITAGE · HYBRID, ISRAEL · 2024

- Converted inbound trial users into paying subscribers through consultative, education-first sales.

Inside Sales Representative

BIRTHRIGHT ISRAEL TAILOR MADE · 2021 – 2023

- Inbound and outbound end to end: around 100 closes a month for 24 months, ~2,400 customers, **USD 3.6M generated directly**.
- CRM management, lead qualification and conversion.

Founder & Creative Director

BACEMENT PRODUCTIONS · 2014 – PRESENT

- Twelve years running my own production company.
- 15+ music videos and **over 100 branded content pieces**. Teams of up to 30.
- It is where I keep my hands on the craft, not where I make my living.

Languages: English bilingual · Spanish native · Hebrew · Brazilian Portuguese (spoken)

Education: Marketing, UADE Business School, Buenos Aires · Rimón School of Jazz and Contemporary Music

Tools: HubSpot · Salesforce · Pipedrive · Monday · ClickUp · Notion · Claude Code · ElevenLabs · CapCut Pro

Open to: remote, hybrid or on site. Based in Buenos Aires, available immediately.