

Gil Kopel

Technical Customer Success | Product Delivery Manager

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Applicaster 2023 - 2025

Technical Customer Success

- Managed enterprise accounts for a no-code SaaS platform for broadcasting mobile & OTT apps.
- Led the full product lifecycle from requirements gathering through agile delivery, QA, release, and ongoing optimization.
- Coordinated cross-functional teams (product, design, engineering) to deliver custom features, enhance app functionality, and drive adoption of the Applicaster platform.

Key Achievements:

- Improved workflow efficiency by building a custom GenAI-powered CSM assistant.
- Enhanced Appliaster's core product offering by developing and implementing new features.

BabyFirst TV, First Media US 2018 - 2023

Mobile & OTT Product Manager

Managed a diverse B2C portfolio of apps within First Media US, including:

- First: A subscription-based VOD & Live, Games, mobile & OTT platforms.
- iCan: Games & VOD designed for kids with special needs.
- So Yummy & Blossom: Ad-based VOD OTT apps.
 - Conducted market and competitor analysis to drive strategic decisions.
 - Analyzed data and financial reports for informed decision-making.
 - Collaborated with cross-functional teams to resolve customer issues, led QA processes, and managed technical inquiries to ensure customer satisfaction and retention.

Key Achievements:

- Led the consolidation of BabyFirst's apps into an all-in-one educational product, leading to a 30% increase in monthly paying subscribers.
- Delivered key features based on data-driven insights, improving KPIs and user satisfaction.
 - Optimized the new user onboarding flow, achieving a 70% increase in install-to-activation conversion rate and a 20% decrease in subscription churn.

Channel 10 2016 - 2018

Head of Mobile & VOD Department 2018

Led a team of 5 editors, prioritizing workflow to align with the company's KPIs.

Mobile App Content Editor 2016-2017

- Utilized video editing expertise to produce compelling and engaging content.
- Optimized content for increased engagement and retention.
- Led UX/UI design and development project management for the AppleTV app.

Mako, Keshet Broadcasting 2013 - 2015

Shironet Site Manager 2014 - 2015

Managed site content and promotions on the Mako homepage and Shironet's social accounts.

Studio operator and image editor 2013 - 2014

MILITARY SERVICE

Classified posting specializing in intelligence alerts Israeli Air Force Intelligence

Led training, and developed a complex intelligence data system.



SKILLS

Product management
Customer-Centric mindset
Data Analysis
AI & Automation Adoption
UX prototyping
Strategic Communication



TOOLS

Adobe Creative Cloud

GenAI: ChatGPT, Google NotebookLM, Midjourney

Google Analytics
Figma
Zapier
WordPress
Monday.com
Notion
Remarkety
Appsflyer
Zendesk



EDUCATION

Product Management
Technion (2022)

Mentorship Program
Product League (2021)

UX for PMs Workshop
Give & Tech (2020)

Product Management
Udemy (2019)

UX/UI
HackerU Academy (2018)



LANGUAGES

Hebrew Native
English Fluent