



Avital Loeb

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German /US Dual Citizen | Daily Intensive German Classes

A results-oriented professional with a proven track record in talent pipelines, business development, account management, demonstrating expertise in cultivating strategic relationships and exceeding objectives. Comprehensive experience engaging with diverse stakeholders, including Fortune 500 companies and emerging technology firms. Adept at understanding client needs and delivering impactful, tailored solutions.

PROFESSIONAL EXPERIENCE

Employer Talent Partnerships Manager | Johns Hopkins University | June 2024 – Present

- Secured 41 Fortune 500 partnerships in 6 months, including Amazon, Tesla, Goldman Sachs, and BCG — through structured LinkedIn Sales Navigator outbound, achieving 43% response rate, 39% meeting-book rate, and 25% close rate via multi-touch follow-up sequences.
- Built end-to-end sourcing infrastructure across 6 graduate schools, qualifying employer leads during discovery calls, creating formal opportunities in MS Dynamics 365, and maintaining 50 active leads in pipeline at any given time; generated 3,000+ event attendees and 20,000+ student applications.
- Built UAE talent sourcing campaign from zero: researched market landscape, identified target companies, and booked 20+ discovery meetings with AI/tech employer, converting 8+ into formal pipelines with Verition Fund, World Bank, and Abu Dhabi PMO.
- Launched London/Netherlands sourcing initiative via VP+ alumni outreach, booking 20+ meetings across energy, finance, and tech sectors; secured 6 employer commitments including Shell, ASML, ING, and Octopus Energy.
- Conducted qualitative user research with C-suite talent leaders at Barclays, KKR, BlackRock, Vanguard, and Carlyle Group to map skills-based hiring trends; synthesized findings into a leadership report that shaped career services programming.
- Increased recruiter-facing email CTR 120% through data-driven campaign optimization; launched AI-powered internal hiring trends newsletter (ChatGPT prompting → Mailchimp) briefing department and leadership monthly.

Independent Career Coach & Volunteer | May 2023 - April 2024

- Volunteered as a Program Manager at the local nonprofit, Hinenu. Planned and executed 16 events over nine months, increasing attendance by 15% month-over-month and presented reports to board members.
- Gained experience with contract project management for a B2C marketing agency ensuring accuracy and quality of all assets.

Project Manager | Jellyfish US Limited | January 2022 – July 2023

- Managed projects for high-value client portfolios, including L'Oreal, Salesforce, and Sonos, with budgets ranging from \$10K to \$2M with teams of 5-50 members across 6+ countries and multiple time zones.
- Achieved 100% client retention rate while consistently delivering projects on-time and under budget.
- Created comprehensive strategic plans, including budget, and resource allocation to optimize project effectiveness.
- Drove \$2M+ in revenue by identifying and executing 200+ GA4 contract renewals with procurement teams; selected for an internal committee to document and standardize the renewal process for repeatable results.
- Created and implemented Asana-based ticketing system for Salesforce's AMER team as one of four PMs on a \$2M implementation, increasing operational efficiency 30% by migrating manual workflows into structured digital processes.
- Directed international teams of 5–50 across 6 countries delivering campaigns across 13 marketing platforms; recognized company-wide as Culture Creator (2023) for ERG leadership and organizational development
- Recognized with company-wide "Culture Creator" award for leadership in employee resource groups and organizational development

Demand Generation Manager | Charity Engine | May 2021 – January 2022

- Built comprehensive lead nurturing processes from initial contact to conversion. Developed data-backed outbound and inbound sourcing strategies for B2B SaaS client acquisition in the nonprofit tech space, resulting in a 20% increase in qualified leads.
- Conducted comprehensive market research and competitor analysis to identify new growth opportunities

Early Career

Digital Marketing Specialist | American Society of Addiction Medicine | July 2019-April 2021

Senior Community Development Coordinator | BluShark Digital | May 2018 – June 2019

Direct Marketing Intern | Jewish Federation of Greater Washington | September 2017-April 2018

Education & Certification

- B.A. Media & Communications — Muhlenberg College 2017
- German Language — Deutsche Akademie Berlin (intensive coursework; B2 expected January 2027)

Skills and Technical Proficiencies

- Project and Campaign Management Tools (Asana, Jira, Microsoft Project)
- CRM Platforms (Salesforce, HubSpot, Microsoft Dynamics 365)
- Reporting and Analytics (Power BI, Google Analytics, Qualtrics)
- Collaboration (Microsoft 365, Google Workspace, Slack, Teams, Zoom)
- Web & Content (WordPress, Canva)
- AI Tools (Claude, ChatGPT, Perplexity, Google Gemini)