



Chen Greenfeld

I help amazing teams
tell amazing stories.

Patai 1, Givaataim

+972 54 559 0740

Chengreenfeld@gmail.com

About

I am an accomplished storyteller, marketer, and content manager that embraces the technical side of operation as much as the creative. I am result-driven, adaptable and quick learning with 3+ years experience working independently with a variety of brands & startups from different fields (B2B & B2C) - helping them define their value propositions, positioning statements and content strategy with proven results.

I am also well versed in the Israeli startup & entrepreneurship ecosystem (2 year experience managing Momentum - the IDC's student run accelerator) and well acquainted with the venture capital and business development realms.

Skills



Pitching



Marketing Communication



B2B Sales & Business Development



Storytelling



Presentation Design



Web Design



Content Management

Employment

Jan' 2018 - Present

Owner of Sharp, a messaging company.

Sharp Messaging refines and transforms ideas into Content strategies and expert Storytelling. Among Sharp's services are web & presentation design, content management, and messaging consulting. Sharp is the personal brand I have been developing for 2 years now independently and with the help of freelancers.

Sep' 2017 - Sep' 2019

Head of content & Pitch Coach at Momentum IDC accelerator

Momentum IDC is a student-run accelerator program based in the interdisciplinary center Herzliya. With our incredible team of Industry leaders acting as mentors, a killer, passionate staff, and partners from israel's leading high-tech industry, Momentum is the leading university-based accelerator in the country.

Whether its preparing them for the big pitch night, or working with them to create a killer investor deck, I guide the Momentum ventures with an immense love for I do, growing and learning almost every day.

April 2017 - Aug 2017

Startupbootcamp participant

Startupbootcamp is a global network of industry-focused startup accelerators. SBC was my home for a short, intense, and fulfilling period of time. It was where I first discovered what startups really are, the beautiful, complicated business world that revolves around them, the art of a good pitch, and the lean startup.

May 2016 - Oct 2017

Marketing Director at ONH.

My time at onh was my first experience working for a startup. It is where I learned the importance of clear and concise messaging in the world of startups, and the influence it has on the success of a venture. Being able to swiftly and effectively tell your company's story is a huge step in the right direction.

Education

October 2015 - August 2019

Bachelor of Economics & Sustainability at Interdisceplenary Center Herzeliya

While defenitly not where my passion lies, I enjoyed expanding my horizons and learning new things I would never teach myself. I have also actively participated in extracurricular programs and loved sharing knowledge wherever I could.

Connect with me



/chen.greenfeld /in/chengreenfeld