LAURA **SAFDIE**

Swiss-Israeli

Tel-Aviv Yaffo | 0585624923 | fl.safdie@gmail.com | LinkedIn

EXPERIENCE

Feb 2025 - Jun 2026
Artlist, Creative Tech Platform I Tel-Aviv, Israel
Enterprise Account Executive

- Managed full-cycle B2B sales across mid-market and enterprise accounts, from prospecting and qualification through negotiation and contract signing.
- Consistently closed deals 35% above average contract value, ranking among the top three account executives for deal size.
- Adapted sales strategies and client proposals during Artlist's expansion into generative AI, collaborating with internal teams to position new products and identify commercial opportunities.

Jul 2024 - Jan 2025
Meron Capital, Early Stage VC I Tel-Aviv, Israel (EU Hours)
Venture Capital Analyst

- Researched early-stage founders, analyzing market potential, competitive landscapes, and business models to support investment evaluation
- Developed a GTM software playbook for portfolio companies, evaluating tools and outlining their use cases to support sales and marketing operations.

Mar 2024 - Jan 2025
Guesty, Property Management SaaS I Tel-Aviv (US Hours)
Sales Development Representative

- Drove new business development across the U.S. market, building and qualifying pipeline while exceeding KPIs by 185% and consistently overachieving monthly targets.
- Developed outbound prospecting efforts for Guesty's expansion into France, identifying target segments and generating new commercial opportunities

Jul 2023 - Mar 2024
Ekkiden, IT Consulting I Madrid, Spain
Business Developer - IT Bank & Finance - Graduate Program

- Prospected French banks and financial institutions to identify upcoming IT projects, staffing needs, and new business opportunities.
- Sourced and qualified IT consultants, coordinating interviews with recruiters and business managers, while exceeding monthly targets by over 75%.

Jan 2022 - Feb 2023
Bluelemon.io, Advertising Agency I Tel-Aviv, Israel
Digital Marketing Manager

- Coordinated digital marketing campaigns across creative, media, and client teams, overseeing campaign execution and client deliverables
- Researched and analyzed market trends and data to inform internal strategy and client recommendations

EDUCATION

2020 - 2023 | Reichman University
Bachelor Business Administration and Digital Innovation

UpStart Program Winner

Year-long competitive program. Our team designed, ideated, and pitched a SaaS platform for job-seekers. Won the final pitch contest and received seed investment.

SKILLS

- Full-Cycle B2B Sales
- Enterprise prospecting & Negotation
- Competitive & Market Analysis
- AI workflows automation
- Salesforce & CRM Management

LANGUAGES

- French I Native
- English I Fluent
- Portuguese I Fluent
- Spanish I Fluent
- Italian I Intermediate
- Hebrew I Conversational