

Keren Mielke

050-973-3422

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PERSONAL SUMMARY:

Results-driven Business Coach, Content Strategist, and Product Specialist with expertise in business planning, marketing, content strategy, and customer experience. Proven ability to develop data-driven strategies, conduct market research, and optimize business operations. Skilled in sales, coaching, customer service, and digital marketing, with experience in the tech and e-commerce industries.

EXPERIENCE

Keren Mielke | Business Coaching & Strategy Solutions

2024 - 2025

Business Coach & Content Strategist

- Develop business plans, financial projections, and go-to-market strategies for clients in various industries.
- Conduct market research and competitive analysis to identify growth opportunities.
- Design and implement multi-platform content strategies (social media, blogs, email marketing).
- Provide brand positioning, storytelling frameworks, and audience engagement strategies.

DarioHealth, Clinical Content Specialist, Customer Success

2022 - 2024

- Conducted user research and behavior analysis company-wide to improve customer experience in digital therapeutics.
- Created UX/UI frameworks and training materials using LMS (Lessonly) and design systems.
- Collaborated with product, design, and education teams to enhance training and onboarding.

SKILLS

Business & Strategy:

Market Research & Competitive Analysis
Financial Projections & Revenue Modeling

Marketing & Content:

Content Strategy & Digital Marketing
Social Media & Email Marketing
SEO & Audience Engagement

Product & Customer Success:

UX/UI Research & Product Strategy
Customer Behavior Analysis
Digital Therapeutics & Health Coaching

TECHNICAL SKILLS

Figma, Miro, CSS, HTML
LMS (Lessonly Pro)
Excel, PowerPoint, Outlook, Word

-Developed psychoeducation content for global coaching teams in the U.S. and Israel.

DarioHealth, Behavioral Health Coach, Customer Success

2021-2022

-Managed a portfolio of over 3,000 accounts, providing personalized coaching and behavioral guidance to users in the U.S. and Europe.

-Assisted customers in achieving their health and wellness goals through digital therapeutics.

-Analyzed customer data and engagement trends to optimize product adoption.

-Partnered with product and marketing teams to improve user retention.

DarioHealth, Dario Coach, Digital Health & Behavioral Support

2021-2024

-Oversaw the engagement and progress of clients in the U.S. and Europe, delivering chat-based behavioral coaching to support emotional resilience and overall well-being.

-Delivered evidence-based techniques for emotional regulation, stress management, and goal achievement, increasing client engagement and retention.

-Tracked user progress through digital therapeutics platforms, analyzing engagement metrics and behavioral trends to optimize support strategies.

-Collaborated with coaches, therapists, nurses, and management to enhance program effectiveness and improve patient outcomes.

DarioHealth, Membership Sales Specialist, Sales & Business Development

2020-2021

-Managed B2C sales and membership subscriptions, exceeding monthly revenue targets (\$15,000 - \$20,000).

-Upsold and cross-sold digital health products based on customer needs.

SOFT SKILLS

Problem-Solving & Critical Thinking
KPI-Driven & Data-Oriented
Agile Approach & Prioritization

EDUCATION & CERTIFICATIONS

The Augment MBA

Studies in Business & Entrepreneurship

2025

Project Management Institute

Studies in Agile Coaching

2024

Udacity Marketing

Program, Nanodegree, Studies in Digital Marketing

2023

Udacity Product Program,

Nanodegree, studies in Product Management

2022

SheCodes Coding

Workshop, Certification studies in SheCodes Basics

2021

Codesigner User Experience and User Interface course,

Certification studies in UX/UI

2020-2021

Wiser Market, Marketing Intern, Sales & Marketing

2019-2020

- Conducted B2B lead generation and email marketing campaigns for product protection solutions.
- Partnered with 1,000+ global clients to implement anti-counterfeiting strategies and safeguard brand integrity.

Wizo Hadassim, Bagrut certificate

2010-2013

Memo Global, Senior Sales Manager

2018-2019

- Managed a team of 15+ sales representatives, developing training programs and sales strategies.
- Increased team motivation and performance, achieving revenue goals of \$5,000 – \$10,000 per rep.

LANGUAGES

English – Native Speaker

Hebrew – Fluent

Memo Global, Sales Development Representative

2017-2018

- Achieved monthly sales KPIs, working with international B2C clients.
- Sold high-ticket services ranging from \$5,000 to \$20,000.

Qcore Medical, Office Manager, Administration & Management

2016-2017

- Supervised vendor contracts, office logistics, and HR processes, managing over 100 partnerships.
- Assisted with employee onboarding, event coordination, and budgeting.

Israeli Army, Medical Secretary

2014-2016

- Managed medical records, patient scheduling, and clinic operations.