



KEREN MIELKE

Business & Sales Strategist

Contact

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LinkedIn

Keren Mielke

Education

Business & Entrepreneurship

The Augment MBA

2024 - 2025

Product & Marketing

Udacity Nanodegree

2021 - 2023

Skills

- UX/UI Research & AI-Product Strategies
- Automation & Cognitive Tools
- Intelligent Customer Acquisition
- Consumer Psychology-Driven
- Design Systems & Wireframing
- Training Enablement Platforms
- Business Communication skills
- Digital Coaching skills

Language

- English
- Hebrew

Professional Experience

Keren Mielke | Business Coaching & Strategy Solutions

Freelance / Remote

2025

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2024

- Drove 60% improvement in client business performance through AI-powered planning, financial modeling, and go-to-market execution across tech, e-commerce, and service sectors.
- Delivered OKR-based coaching that strengthened business fundamentals and accelerated digital systems adoption, driving measurable performance improvement across client operations.

DarioHealth | Behavioral Coaching & Sales Partner

Remote / 18 West 18th Street, New York, NY 10011.

2024

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2020

- Scaled psychoeducational content for digital therapeutics, embedding analytics and AI-driven feedback loops to optimize engagement and outcomes.
- Delivered evidence-based coaching to 3,000+ users across chat, video, and digital programs, using behavioral data to personalize interventions and increase activation.
- Automated training, onboarding, and CRM workflows - cutting manual effort by 30% and lifting retention by 15%.
- Drove monthly revenue performance of \$15K-\$20K through digital sales and strategic upsell, leveraging behavioral insights to tailor solutions and increase conversion.

MGMD | Sales & Senior Trainer

Central, Israel / Worldwide

2019

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2017

- Led and trained a sales team of 15+, increasing revenue per rep to \$5K-\$10K per month through structured coaching, performance management, and KPI-driven execution.
- Developed sales scripts and conversion strategies that improved close rates and overall team performance metrics.
- Maintained up-to-date knowledge of product features and benefits to provide accurate information to clients.
- Closed consistent high-ticket deals ranging from \$5K-\$20K across international markets, driving sustained revenue growth.

Internship

Sales & Marketing Internship - Wisser Market

Additional Courses:

- SheCodes Coding Workshop - SheCodes Basics Certification (2021)
- Codesigner Institute - UX/UI Certification (2020-2021)
- Agile Coaching Certification - Project Management Institute (2024)
- Real estate specialty training - The RE/MAX Real Estate School (2025)