
DANIEL ALFON

• danielalfon@gmail.com

[in linkedIn.com/in/alfon](https://www.linkedin.com/in/alfon) twitter.com/danielalfon



DanielAlfon.com

Find me here



Quality Q & A



LinkedIn resources and serv...



Social Dashboard



Professional Profile



@danielalfon



Videos

Amazon

Get "How to Build a LinkedIn profile for BUsiness Success"

1990 - 1991

[Paris Dauphine](#)

[CPE-MSTCF](#) - Concours préparatoire aux études de ce qu'est aujourd'hi la filière STCF-CCA

1989 - 1990

M.A. in English

[Sorbonne/Censier University](#)

Master's Thesis: Computerizing Textbooks: A Journey into Computer-Assisted Language Learning

1986 - 1989

B.A. in English

[Paris Est University](#)

Haggai Yedidya

Daniel is an energetic and motivated expert, whom delivers his qualities in a personable and caring manner. He is highly experienced with social media and makes himself available to share of his abilities and expertise. I received training from Daniel on the subject of LinkedIn and social media. During the few sessions, I've learned very much in a short time.

Ben O'Hanlon

If you're interested in LinkedIn Daniel Alfon is one of the best people I know to talk to. He's really knowledgeable, genuine and worth reaching out to. I swap ideas and discuss LinkedIn strategies with him whenever we both have time, I value his opinion and highly recommend seeking his advice.

Eugene Semenov

Daniel Alfon, Unlimited! And from my personal experience - International! His expertise in social media and creativity in communication are applicable Everywhere! (well...almost) Despite the time difference (I am living in Toronto) Daniel was always available and willing to chat and answer my messages. From all his benefits I would emphasize the fact that Daniel's methods always leads to desired results. I would recommend him to every company that want to make things right and from the first try.

Nir Ben Lavi

"Daniel was [extremely helpful](#) in making introductions and helping us making new business contacts. Daniel's efforts were outstanding and helped us in promoting new deals."

Rina Oz

"Daniel leads you to success in a fast and easy way. Pleasure working with him."

Top qualities: [Great Results](#), Personable, Expert

David Waknine

"[Masters](#) his areas of expertise"

Ross Driscoll

"Daniel is truely a person that can [create long-term relationships](#). He is an honest and clear thinking young man."

Chaim Fox-Emmett

"I have [known Daniel](#) for several years and without doubt Daniel has a unique skillset and talent that makes him a true networking contact able to generate interesting and helpful contacts in many diverse industries. His friendly and response manner is refreshing and he is joy to work with."

Joan Barrientos

"Daniel was a [great asset](#) to Udizine- Not only that he drove the sales force of the company but he also maintained & continued maintaining the relationship with all of his customers.

Only great success having him part of my network and friends!!"

Avigdor Jakubinsky

"A [rare](#) true talent"

Larry Rublin

"Certainly knew his subject material very well and also has [excellent communication skills](#)".

Yuval Walters

"...a highly [accomplished LinkedIn guru](#)...Daniel's mentoring has helped me expand my vision and open up new and endless possibilities.

Daniel repeatedly proves the long-term value of networking"

More recommendations available [here](#)

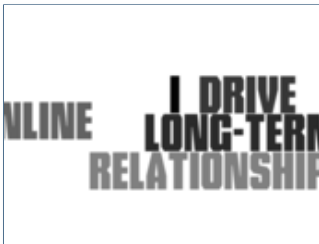
Noam Rozen

"Need to [find valuable information](#) about your industry, competitors or clients? Look no further - Daniel will find this information at no time. His ability to use different resources (in and out of the web) is outstanding & remarkable"



DJC Google Group

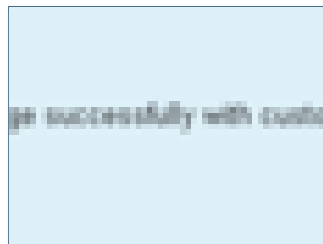
Specialties



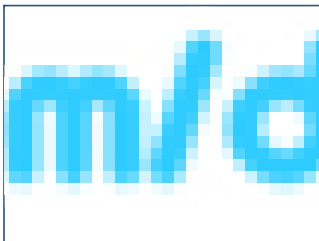
LinkedIn strategy tools



LinkedIn Profile



@danielalfon



What I don't do





Navigating this CV is easy:



30-second video CV mashup



tumblr.



<http://alfon.tumblr.com>

DBM (global outplacement firm)

As a New Career workshop facilitator, coached and helped hundreds of gifted executives looking for new challenges, focusing on the high-tech sector. It was great fun, too. * Revamped CVs - no Visual CV then :-)

* Helped (Re)define career objectives * Enhanced interview skills via simulations of interviews with analysis with analysis.

* Upgraded negotiation skills, elevator pitch, body language and [networking skills](#).

Since 1998, I have given career-, networking and web-related workshops and social media training in Israel, the UK, the Russian Federation & France.

Coached via e-mail hundreds of US and UK residents prior to their Aliyah. This project gave me the opportunity to meet executives in London, England; Paris, Marseilles and Lyon, France; and Siberia [in the [Winter](#)].

Jul 2007 - Present

Online Marketing Projects

Among others:

- B2B Social Media consulting
- An exciting online education project
- LinkedIn & Twitter marketing consulting and lectures - startup accelerator gigs [Star-TAU, The Junction, The Hive, The Elevator], B2B, NGOs [e.g. [Gvahim](#) and [Matan](#)] and individuals.

- Market research
- [Shidonni](#) , a browser-based virtual world for children [2009]

Market research, lead qualification, initiating contact in French territory resulting in media [coverage](#) and exposure

- [888 Holdings](#)

Conducted market research identifying promising prospects in Key B2B territories

- HP Indigo [pre-Drupa [project](#) 2007/8]

Created and developed tools used by ~100 HP Indigo salespeople worldwide.

Analyzed, spotted trends and predicted future directions in players (competitor pricing, annual reports, evaluation of competitors sales). Led worldwide HP Indigo Competition Forum

Oct 2010 - Present

Social Media marketing specialist [English projects]

[Seology](#)

SEology is a well-respected SEO firm.

SEology offers Social Media marketing services to B2B companies, based in Israel and targeting the global market. Chances are you know Seology's clients...

My current projects include: * Social media marketing for an Enterprise software company, focusing on lead generation and branding - using primarily LinkedIn and Twitter. * Consulting for a large public company [monitoring, analyzing, social media marketing strategy], focusing on LinkedIn, Twitter and YouTube.

2006 - 2007

VP Sales

[Udizine.com](#)

- Increased [Udizine](#)'s annual sales 243%.
- Successfully added new distributors in AZ, CA, CO, FL, MD & HI (check out full map [here](#))
► Increased revenues from existing accounts in CA, NY, OH & PA. ► Initiated and nurtured contacts with firms that became Udizine's first international Representatives [in the [UK](#) and the [Philippines](#)] and added new distributors in the Netherlands and the Far East.
- Initiated a presence in new websites and negotiated the firm's first stock orders.
- Selected strategic partner, contributing to a successful US GlobalShop trade show.

2003 - 2006

Business Development

Atmosphere Manufacturers (disruptive electronics consumer goods start-up)

- Led marketing activities and listing with a strategic French retailer (BHV, €700m turnover).
 - Significantly shortened listing [time to market](#) with French retailers like Castorama.
 - Delivered French collateral, website design, and several other projects. Co-led a successful recruitment of a top local Agent and managed his training.
 - Achieved a significant [differentiation](#) - in a commodities market: ► Turned products into an end-to-end solution thanks to a thorough analysis of clients' needs. ► Initiated high-margin, low-cost product customizations during long sales cycles.
 - Thoroughly prepared key exhibitions (Koln's [Practical World](#) and Frankfurt's [Light & Building](#)), resulting in identifications of major business opportunities: ► Built long-term partnerships with key retailers in France & Germany, resulting in accelerated, low-budget listing setup and distribution planning. ► Revamped the go to market plan and value proposition and increased margins & future revenues manifold by modifying the business model.
- All this was done before the company manufactured a [single product](#)

2000 - 2003

Wireless Business Intelligence consultant

Shenhav [Vimatix, Netprox]

- Vimatix (MMSC) - Analyzed potential clients under extreme time pressure.
- [Netprox](#) (application platform) - Led mobile internet market analysis.

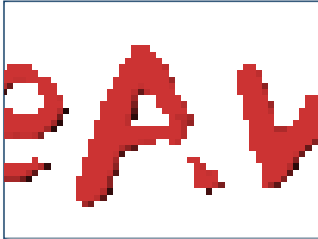
Jan 1996 - Oct 2000

Training

[Telrad Networks](#)

Training professional responsible for the in-house Language training of over 2200 employees. ► Selected & managed a team of a dozen subcontractors, building a team out of partners that continued to work for fiercely competing companies ► Improved client satisfaction & loyalty by halving time-to-market of training products while doubling product line every 18 months ► Turned the company into a beta site of cutting-edge technologies enabling product delivery anywhere, anyhow, anytime

Portfolio



Tagclouds



Twitter @danielalfon



US Business trip



Visual CV



Word CV

Listening

Internet & Language Skills, IDF

Web-savvy, full computer literacy. Masters Google Docs,Wikis,Social Media (Twitter,LinkedIn,Quora,tumblr,SlideShrae,YouTube and others)...

Languages: **English, French**, Hebrew - mother tongue

IDF military service: Paramedic

Networking presentations



Archive: [Hebrew] article





RebelMouse



* Shidonni - a web-based virtual world for children aged 4-12 [I did a small project regarding Shidonni's penetration to France].

- [Virtual World featured in France's Actukids: Shidonni en français](#)
- Sur [Numerikids](#), 9.09: [Lancement](#) de la version [française](#) du monde virtuel de Shidonni (9.09) :-)

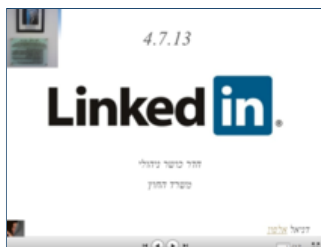
** Une présentation [donnée](#) lors du Yarid d'Aliyah à Paris, le 15 mars 2009 [a lecture I was asked to deliver in France about Networking.].



use smartphone to see lates...



Presentation at UX conference



MFA LinkedIn Lecture

LinkedIn Power Users video



G+ Hangout with Ben O'Han...

Summer's Cool Links



August 2013

Startups: Leveraging LinkedIn



MeetUp -How Can Startups ...

LinkedIn Profile Book!



Build YOur LinkedIn™ Profile...

Summary

Trilingual (English/French/Hebrew) relationship builder,I am a freak of people and innovative technology (in that order) and bridging gaps between them.How do I contribute to a business? ► What I do for a living is identify business opportunities, often creating value in commoditized environments. Incidentally,I build relationships...or was it the other way round?

► As a heavy user of community-based websites,I have created webinars,videos,online groups,online CVs and portfolios,wikis,and tutorials. Understanding long-term social media success factors enables me to help brands -and people.

► I help businesses engage with customers online - and convert prospects into long-term loyal customers.

►The world of retail interests me, brushing up my French is fun, and firms I have contributed most to tend to be high-tech, innovative and global.

►I was lucky enough to work both in global/public companies and in start-ups across several industries ►►Result? my experience ranges from business development to account management, and from competitive intelligence to inside sales.

Objective

An in-house/long-term B2B LinkedIn/social media marketing position

- Leveraging my on- and offline experience in international B2B marketing (online marketing,Enterprise software,web apps, retail and consumer goods).
- Leading web-based collaboration with customers and/or partners /account management/social media marketing [LinkedIn,Quora,YouTube,Twitter, Google+,tumblr,SlideShare,Web Applications,Mobile Apps and more].
- Planning, creating,curating and revamping a variety of online and social media tools and content.

...Now what?

* If you're reading these lines in a .PDF file, you may check the latest version here: <http://www.visualcv.com/alfon>

** Online? You can download a PDF version of it by clicking [here](#),flip through its pages [without links] [here](#), watch it as a pearltree [here](#) or even cruise some of the 60-odd links [here](#) or check out its QR code [here](#) :-)

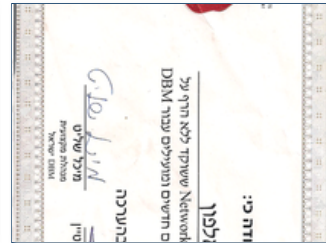
This visual CV can be also found on [Slideshare](#) and [Youblisher](#).

▲ [Click here](#) to go to the top of the page

A decade in 4 pictures



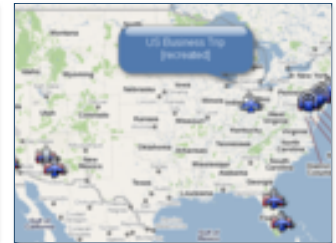
LinkedIn marketing consult...



DBM & Networking note, 2000-

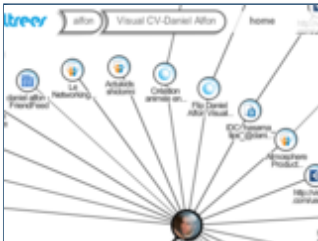


BHV Stand by EM,Atmosphe...



US trip Udizine 2006-7

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Browse as a Pearltree



Cruise links from this Visual CV



Flip & browse online



Get as PDF

