

Bar Levitzky

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ABOUT ME

Analytics leader with 9+ years of experience driving growth through data, currently shaping product growth strategy, vision, and roadmap at Meta. Proven track record of partnering with senior cross-functional stakeholders to define KPIs, frame measurement, and turn complex data into business impact. Passionate about mentoring analysts, elevating analytical rigor, and leveraging AI to scale decision-making across organizations.

EXPERIENCE



Product Growth | [Meta](#)

2022 - Present

Define the growth strategy, vision, and roadmap for the team, influencing prioritization across product, data, and engineering partners to execute on high-impact initiatives that drive user engagement, product adoption, and long-term growth. Leveraged SQL, Python, and AI to build internal tools that transformed the org's experimentation life cycle, accelerating velocity, scaling decision-making, and elevating analytical rigor across teams.



Teaching Assistant & Mentor | [Upscale Analytics](#) *Part-time*

2023 - 2024

Mentored and supported aspiring data professionals through hands-on guidance in SQL, analytics methodologies, and real-world business problem solving. Helped students build practical skills and successfully transition into data and analyst roles.



Senior Growth Analyst | [Hippo](#)

2021 - 2022

Spearheaded data-driven initiatives to optimize customer acquisition, retention, and go-to-market strategies across multiple insurance product lines. Built automated Tableau dashboards and tracked key performance indicators to deliver actionable insights that improved profitable growth.



Business Analyst | [Playtika](#)

2019 - 2021

Analyzed complex game data using advanced SQL and Tableau dashboards to understand player behavior, game economies, and in-game purchase patterns. Provided actionable recommendations to shape product roadmaps, optimize game features, and enhance overall player experience.



Business Analyst | [Intango](#)

2017 - 2019

Partnered with stakeholders to define key metrics, build comprehensive Power BI dashboards, and extract insights from large ad-tech datasets. Proactively identified trends and risks, guiding data-driven decisions to optimize programmatic campaigns and business performance.

Supported consulting teams by structuring, curating, and analyzing internal knowledge assets to accelerate research and project delivery. Conducted market and industry analyses, built deliverables for senior stakeholders, and helped translate complex information into actionable insights.

EDUCATION

B.A Business/Managerial Economics

[The College of Management Academic Studies](#)

2014 - 2017

Cum Laude

MILITARY SERVICE

Platoon Commander

[Combat Intelligence Collection Corps, IDF](#)

2008 - 2013

Led and managed a combat intelligence platoon, responsible for critical real-time field intelligence gathering and operational readiness.