

Cheryl Rosenberg
Integration Engineer | AI Automation

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SUMMARY

Integrations professional with 10 years across Deloitte, SaaS, and fintech, now transitioning into AI automation through bootcamp training and independent app development, including a RAG-based generative AI application. Combines technical client-facing experience with hands-on AI skills to bridge strategy and implementation.

TECHNICAL SKILLS

REST API, Python, OOP, SQL, Javascript, Cursor, MCP, n8n, Postman, Datadog, Jira, Salesforce, Tableau

TECHNICAL PROJECT

The Cookbook App - Github | Demo

- Full-stack Next.js app for importing, organizing, and generating recipes with AI in a mobile-responsive UI.
- Integrated Google Gemini to extract structured recipe JSON from URLs and free text for storage and display.
- Implemented RAG with Gemini embeddings and PostgreSQL/pgvector to retrieve relevant recipes and ground AI generation.
- Developed ingredient normalization and a Supabase backend with API routes for CRUD, user settings, and AI-powered recipe generation.

EXPERIENCE

Technical Customer Success Manager Tel Aviv, Israel
Wenrix 2024 - 2026

- Owned five accounts from enterprise to tier 3 (5M–100M monthly TTV), driving revenue growth and retention through data-driven performance reviews, new product launches, and optimization initiatives.
- Increased client savings by 25% in their first six months by identifying untapped potential and championing a new product integration.
- Facilitated monthly business reviews and weekly execution sessions to iterate on solutions post-deployment and implement new product initiatives.

Integrations and Onboarding Manager Remote, US/Israel
Zip 2022 -2024

- Designed and delivered technical demos, translating customer requirements into working integration flows (70% conversion rate).
- Led post-sales, API-driven technical implementations for 120+ customers, contributing to \$720M in TTV in 3 years.
- Authored and maintained client-facing technical documentation and internal enablement materials to scale onboarding efficiency.

Integrations Engineer Remote, US/Israel
Zip 2020 -2022

- Led enhancement for Shopify, Woocommerce, and Magento plugins, impacting over 7000 merchants.
- Owned end-to-end development and certification of the BigCommerce plugin for the US market.
- Acted as SME for API and Javascript products, bridging customer needs with product and engineering priorities.

Digital Strategy Consulting/Product Management New York, NY
Deloitte Consulting 2015 -2018

- Executed end-to-end product strategy and deployment of an Adobe AEM website for USTA digital platform.
- Led global cross-functional team (15+) to meet business and user requirements, resulting in the only on-time delivery of the project.
- Designed updated process flows for an investment platform with 630,000 users and \$18B in assets.

EDUCATION

GenAI and Machine Learning 2026
Developers Institute, TLV Coding Bootcamp

BS in Management Information Systems and Marketing 2011 - 2015
University of Maryland

LANGUAGES

English - native speaker, Hebrew - Beginner/Intermediate, Spanish - Intermediate