



WORK EXPERIENCE

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**CREATIVE DIRECTOR /  
SOCIAL MEDIA MANAGER**

Paz Creations | Israel  
Feb 2021 - Present

- Lead a creative team through design and production of content featured in digital advertising, web and social media platforms;
  - Guide interdepartmental collaboration in creating campaigns to drive consumer engagement;
  - Implement standards to ensure brand-cohesion across all platforms
  - Establish and maintain relationships with vendor partners: photographers, videographers, models, stylists and makeup artists;
  - Modernize brand marketing techniques through trend analysis
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**ART DIRECTOR**

Peter Manning | New York  
2018 - 2020

- Implemented social media strategies to drive growth in presence and client base;
  - Served as liaison between customers and marketing, design, product teams;
  - Analyzed customer identities to ensure their voices were represented in brand marketing and messaging.
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**ART DIRECTOR**

TBWA | Israel  
2017 - 2018

- Developed initiatives focused on editorial designs for fashion, beauty and cosmetic brands;
  - Lead concept through production of social and rich media marketing campaigns for a varied group of business to consumer accounts;
  - Directed client pitches, collaborative work sessions, fashion photoshoots, design composition/retouching and multimedia campaign building;
- Clients Included:** Ofer Malls; Rambam Health Care Campus, Neviot; Menora Mivtachim Insurance; Palram Industries;
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**UX/UI CREATIVE DIRECTOR**

GKI Group | New York  
2014 - 2016

- Directed and mentored a creative team;
  - Supervised strategy building, concept development, UI/UX design and art direction and production of mobile app ventures;
  - Lead online and offline marketing campaigns, exhibition designs, startup summit marketing pieces and creative sales pitches to attract investors and users;
  - Supervised daily workflow, assigned project workload and set/monitored deadlines;
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**ART DIRECTOR** | Yarkoni | Israel | 2010 - 2013

**RESIDENT MANAGER** | Academy of Art University | California | 2005 - 2008

**NCO, ISRAELI NAVY** | Israel Defense Forces | Israel | 2003 - 2005

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**EDUCATION**

**MA | Organizational Behavior and Development**

Reichman University | Herzliya, Israel  
(Part time: Tues. & Fri. - Expected Graduation: 2022)

**BFA | Advertising**

Academy of Art University | San Francisco, CA | 2009

**LANGUAGES**

English  
Hebrew  
\*native bilingual

**SKILLS**

Leadership  
Presentation  
Client Pitching  
Graphic Design  
Video Editing  
Storytelling