

David Neimer

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Junior Creative Director with 10+ years of B2B and B2C experience. Proven record of growing audiences to millions, increasing lead generation 5x, and leading teams to deliver effective, storytelling-driven campaigns with measurable results.

EXPERIENCE



Studio Owner
OVERSEAS

Jul 2023 – Jan 2025

📍 Haifa, Israel

Executed marketing and branding projects across finance, education, entertainment, gaming, tourism, and community sectors.

Key Achievements:

- Produced a 4-part video series for “Katzy” (Israeli rapper), increasing YouTube views from 800 to over 20,000 and growing his monthly listeners from 500 to over 12,000.
- Managed all media and branding for the Technion Joint Student Festival 2024, including full rebranding with a new brand book, promotional videos, social media campaigns, and event marketing that helped increase attendance from ~3,000 to over 7,000 participants.
- Led a comprehensive social media transformation for a client, growing reach from 50,000 to over 3,000,000, and followers from 8,000 to 35,000; produced podcasts, short clips, reaction videos, and vlogs while managing website and server infrastructure.
- Designed 9 mascots and developed a complete brand identity and social media templates for ASA Technion Sports, establishing their first cohesive visual system.



Marketing Manager
Maslulim Group

Jul 2020 – Feb 2023

📍 Haifa, Israel

Managed marketing for four companies in one of Israel’s leading mortgage and financial groups.

Key Achievements:

- Developed creative strategies that increased qualified leads from ~40 per week to 200–300 per week.
- Rebranded the group's visual identity and messaging, contributing to 40% revenue growth within 12 months.
- Directed a team of 5 covering paid media, organic growth, and public relations.
- Oversaw video production and digital content creation, significantly boosting brand visibility and engagement.

EDUCATION



Hugim School

Visual Communication

Sep 2015 – Jun 2017

Focus on storytelling film & documentary production:
lighting, sound, editing, and directing.



Reut High School

Graphic Design & Fine Arts

Sep 2013 – Jun 2015

Specialized in graphic design with a final project
in visual communication.

MILITARY SERVICE



Knights of the North 6910

Platoon Leader – Vehicle electrician, mechanic responsible for maintaining heavy vehicles.

Mar 2018 – Nov 2020

SKILLS

Leadership & Strategy

- Creative Direction
- Team Management
- Client Communication
- Brand Strategy For B2B And B2C
- Campaign Planning And Execution
- Data-Driven Decision Making

Creative & Production

- Storytelling & Concept Development
- Branding Systems and Guidelines
- UX/UI Design
- Video Production
- Motion Design and Animation

TOOLS



Adobe Creative Suite

Photoshop, Illustrator, Premiere Pro, After Effects, Lightroom, Audition, XD



Topaz Labs

AI Video Enhancement



Figma

UI Design, Prototyping



ZBrush

Digital Sculpting



3D

Blender & Cinema 4D
Design and Animation



WordPress

cPanel & WHM



AI Tools

Gemini, ChatGPT, Claude, Grok, MidJourney, Leonardo, Runway, Pika, ElevenLabs, Immersivity.ai



Advertising Platforms

Facebook Ads, TikTok Ads, Google Ads, Taboola, Outbrain



Project Management Systems

Monday, ClickUp, Asana, Trello, Microsoft Office, Google Suite

LANGUAGES



Hebrew
Native



English
High Level



Russian
High Level