

# David Neimer

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🌐 Portfolio: [deearts.com](https://deearts.com)

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## Professional Summary

Visionary Creative Director with over 10 years of experience leading high-level branding and marketing decisions. Proven ability to oversee end-to-end creative processes, drive strategic advertising campaigns, and lead multidisciplinary teams. Adept at aligning creative output with business objectives to deliver measurable results and elevate brand presence.

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## Core Skills

- Creative Direction & Decision-Making
  - Team Leadership & Cross-Functional Management
  - Brand Strategy & Campaign Planning
  - Advertising & Visual Storytelling
  - Content Production & Oversight
  - Identity Design & Brand Systems
  - Data-Driven Marketing Insights
  - Multi-Platform Campaign Execution
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## Professional Experience

**Founder & CEO — OVERSEAS**

Haifa, Israel · Jul 2023 – Dec 2024

- Led strategic creative direction and managed all aspects of branding, advertising, and content development.
- Developed and executed campaigns that increased audience engagement by **5,900%** and brand reach by **337.5%** within one year.
- Produced a 4-part video series for rapper Katzy, resulting in a **2,385%** increase in listeners and a **3,316%** boost in video reach.
- Directed the full rebranding of the **2024 Technion Student Festival**, driving significant attendance and engagement.
- Created a new brand identity system for ASA Technion Sports, including 9 custom mascots and a comprehensive brand book.

### **Chief Marketing Officer — *Maslulim Group***

Haifa, Israel · Jul 2020 – Feb 2023

- Led high-level marketing strategy and campaign execution, increasing weekly leads by **300%**.
- Rebranded the company's visual identity and messaging, contributing to **40%** revenue growth in 12 months.
- Directed a team of 5 across paid media, organic growth, and public relations.
- Oversaw the production of video content and digital assets to boost brand visibility and engagement.

### **Marketing Manager & Lead Designer — *Play-IL.co.il***

Petah Tikva, Israel · Jun 2019 – Jul 2020

- Spearheaded a complete brand overhaul and UX/UI redesign, leading to a **50%** increase in user retention and a **30%** rise in daily active users.
- Managed a design team of 5 to ensure consistent visual identity across all platforms.
- Executed strategies that enhanced video engagement and audience retention.

### **Art Director — *Vgames.co.il***

Petah Tikva, Israel · Aug 2017 – Jun 2019

- Oversaw creative execution for digital, social, and print campaigns.
- Increased engagement through interactive, user-centric content strategies.
- Led a creative team of 3 to deliver high-impact visuals and marketing materials.

### **Designer — *Better Than Records***

Tel Aviv, Israel · May 2013 – Sep 2016

- Managed branding and promotional design for 20+ artists under a leading electronic music label.
- Produced and edited music videos and social content, achieving a **30%** increase in fan engagement.

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## **Education**

**Hugim School** — Haifa, Israel

*Visual Communication · Sep 2015 – Jun 2017*

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

**Reut High School for the Arts** — Haifa, Israel

*Graphic Design & Fine Arts · Sep 2013 – Jun 2015*

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

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## Languages

- **Hebrew:** Native
- **English:** High Level
- **Russian:** High Level