

David Neimer

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Professional Summary

Visionary Creative Director with over 10 years of experience in leading impactful branding and marketing projects. My core strengths include the development of strong brand identities, the execution of impactful campaigns, and both managing and executing cross-platform content creation. My approach is built upon narrative development, visual strategy, and a results-oriented mindset. I have a proven track record of effectively leading diverse teams to bring ambitious ideas to life and deliver measurable business outcomes.

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

Marketing Studio Owner — *OVERSEAS*
Haifa, Israel · Jul 2023 – Dec 2024

- Led strategic creative direction and managed all aspects of branding, advertising, and content development.
- Developed and executed digital campaigns that increased audience engagement from **50K** to over **3M views** and grew the brand's social following from **8K to 35K**.
- Produced a 4-part music video series for rapper Katzy, leading to an increase from **35** to over **870 listeners** and boosting video performance from a few hundred to **over 20,000** combined views.
- 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

- Built and led creative marketing strategies, boosting qualified leads from **40** to **200–300 per month**.
- 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.

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.

Languages

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

