

# Eilon Amram

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## PROFESSIONAL SUMMARY

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**Creative Marketing Designer** with extensive experience in brand identity, performance marketing, UX/UI design, and visual storytelling. Skilled in developing and executing 360° marketing campaigns, motion graphics, and web design. Passionate about data-driven design, A/B testing campaigns and optimizing creatives for conversion.

## EXPERIENCE

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**Bruckner Yaar Levi** (Feb 2024 - Present)

### Senior Art Director:

- Art Managing multimillion-shekel advertising budgets for Israel's top companies in automotive, banking, finance, and food industries
- Worked with PPC & SEO teams to increase traffic by 20% and conversions by 10%+
- Creative matching to performance media (Meta, Google Ads, LinkedIn)
- A/B testing campaigns to assess the effect of different elements on performance
- Managed shooting days, studio products, and closely accompanied the agency's clients

**ACW (GREY Israel)** (Mar 2021 - Feb 2024 · 3 yrs)

### Art Director:

- Designed and managed campaigns for major Israeli brands: Bezeq, YES TV, Strauss, Discount Bank, Pelephone, and more
- Created cross-platform marketing visuals for billboards, digital ads, TV, and print media
- Developed data-driven creatives for performance marketing campaigns
- Collaborated with product, UX & marketing teams to improve conversion & engagement

**Mench** (Apr 2018 - Mar 2021 · 3 yrs)

### Digital Art Director

- Designed UX/UI experiences for web and mobile platforms
- Produced social media content, interactive tools, and motion graphics
- Developed and executed creative concepts for performance marketing campaigns
- Hands-on experience with video editing, post-production, and real-time marketing (RTM)

**E.A STUDIO** (Freelance - Ongoing)

### Founder & Creative Director

- Providing branding, UX/UI design, motion graphics, and content strategy for B2B & B2C
- Managing digital content, website design, and creative consulting
- Mentoring junior designers and leading workshops in creative direction

## EDUCATION

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### **MENTOR: Digital Design**

Professional "Adobe Creative Cloud" courses: Digital design, UX/UI, video editing & print

\* Student competition award winner for innovative branding concepts

### **Habetzefer: Advertising & Art Direction (Graduated with Honors)**

History of advertising, Typography, design fundamentals, marketing strategy, copywriting, conceptual thinking, presentations, creating a strategic and creative 360° campaigns

## ADDITIONAL

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**Languages:** Hebrew: Native, English: Fluent

**Skills:** Adobe Creative Cloud Suite & After Effects, Figma, CapCut, Midjourney & AI Tools

**National Service:** Shooting Instructor at the Counter-Terrorism Unit of the IDF