+972506616672

eliautochkinl@gmail.com

Ramat Gan, Israel

PROFILE

**ELIA UTOCHKIN**

Creative and strategic Digital Marketing Manager with a background in service design, storytelling, and content creation. Experienced in leading campaigns across digital platforms, building brand identity, and crafting engaging narratives that connect with diverse audiences.

Skilled in managing cross-functional teams, developing data-driven strategies, and turning creative ideas into measurable results. Brings a unique combination of marketing insight, design thinking, and executional excellence.

CONTACT

**Creative Labs**

**Technical Artist | Feb 2023 – Sep 2023**

English

Hebrew

Ukrainian

Russian

TECHNICAL

LANGUAGE

Social media

Video editing

AI tools

Microsoft office

Automatization

Fast learning

Team Leadership

Project Management

Creative thinking

Communication and collaboration

PERSIONAL

SKILLS

Teaching courses in VR simulations and 3D animation and visual communication. Guiding students in developing creative, tech-driven projects.

**Lecturer**

**Tel Aviv university | present**

PROFESSIONAL EXPERIENCE

I led the design, branding, and promotion of the Optional Thinking Research project, focusing on cinema, cognition, and stereotype change. Managed workshops and a public conference, coordinated with academic and cultural partners, and supported Professor Nitzan Ben Shaul in shaping the project's research and public impact.

**Optional Thinking Research**

**Project Lead | March 2023 – present**

Collaborated closely with product team to align visual assets with the broader communication strategy.

Contributed creative solutions that connected users emotionally to the product’s mission, supporting both product growth and public impact.

Developed marketing and promotional materials aimed at raising awareness of mental health issues addressed by the company’s VR product.

**Anyverse Studio**

**Content creator | Dec 2021 - Jan 2023**

I contributed to the development of marketing content and visual storytelling for a VR product focused on mental health. My role combined creative design and technical execution to raise awareness and emotionally engage users with the product’s mission.

I worked as part of a multidisciplinary team to create interactive and branded digital experiences for the Hot Wheels™ universe. I was responsible for designing animations, adapting assets, and supporting the creative vision through dynamic visuals that enhanced the brand’s presence across digital platforms.

DIGITAL MARKETING MENEGER AND CRATIVE

Master Design:Design of technologies environment

HIT Holon

Bachelor of Arts:

New Media

Tel Aviv University

EDUCATION