

# YUVAL LEILIEN ZACH

CREATIVE DIRECTOR | CONTENT EDITOR & WRITER

An M.A. in Communication & New Media. Proven track record in leading successful digital campaigns for global brands. I use consumer behavior data and innovative technologies to emphasize the DNA of the client's brand.

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## EDUCATION

### Sapir Academic College | 2019 - 2023

B.A. + M.A degree in Marketing Communication and New Media. Graduated with honors. Specialization in rhetoric and storytelling.

## COURSES AND CERTIFICATION

### Sapir Academic College

- Photoshop, Premiere Pro, After Effects.
- Performing in front of an audience and advanced storytelling.
- Certificate in writing scripts for documentary films.

## IDF

### Educational Technology Unit (T.I.L)

Content Manager 2015 - 2017

- Developed diverse content for training tools, including STORYLINE learning, apps, games, interactive training videos, interactive and regular presentations, and scripts for MOOCs (Massive open online courses).
- Created professional content, including coverage of articles, lectures and conferences on relevant topics, while adapting to military training needs.

## LANGUAGES

Hebrew - Native

English - Proficient

[Attached letter of recommendation](#) 

## WORK EXPERIENCE

### FRESH MEDIA advertising agency

#### Chief Creative Officer | 2023 - 2024

- Creative strategy: Developed annual plans, concepts, scripts, and gantt charts; oversaw production.
- International client management: Led English sales presentations for overseas brands.
- Content creation: Manage social influencers, gaming, and video content for major brands (Samsung, Cellcom, Strauss).

Sapir Academic College

#### Marketing Team Manager | 2021 - 2022

- Led and supervised a 16 member student team managing digital platforms, providing team mentorship and serving as primary liaison between team and stakeholders.
- Managed content strategy and production timelines, including photo shoot coordination and monthly project planning to ensure successful deliverables.

#### Digital Platforms Manager in various student positions | 2020 - 2023

- Managed social media customer support at **Roots**.
- Digital manager at **Magen David Yarok College**.
- Digital director at **Wall Breakers** movement
- Founder of "Eshet Ha'il" - an initiative to provide secondhand bridal gowns for combat reservists.

Manpower Israel

#### Specialist placement consultant | 2018 - 2019

- Executed social media recruitment strategies and talent sourcing campaigns, driving candidate engagement and employer branding initiatives.
- Led comprehensive recruitment processes, conducting interviews across diverse industry sectors.

#### Content manager at various advertising agencies | 2017

- Managed digital campaigns: Created gantt charts, visual concepts, reports, and photo shoot plans for major platforms: Facebook, Instagram, TikTok, YouTube and more.
- Developed content for leading brands (e.g., Neviot, Mana Hama, Iteen app, Playcon Festival), tailoring to client needs and platform requirements.