

Matt Veysberg

Director of Creative Marketing

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➦ [Portfolio \[2025\]](#)

Skills

Strategy & Planning

Leadership & Management

Creative Direction

Content Marketing

Reporting & Analytics

Business Strategy

Content Creation Platforms

Performance Marketing

Visual Design

Video Post-Production

Languages

English

Hebrew

Russian

Ukrainian

Profile

Creative marketing executive with 15+ years scaling high-performance creative operations for mobile gaming and tech companies. Proven track record managing teams of 90+ specialists, directing \$10M+ budgets, and driving measurable revenue growth through data-driven creative strategies and performance marketing. Expertise in leading global creative hubs, IP collaborations, and AI-powered workflow optimization.

Employment History

Director of Global Creative Marketing, Plarium, Herzliyya

Feb 2024 — Present

Managing a global department of 90+ creative marketing experts, driving high-impact campaigns across Plarium’s game portfolio (RAID: Shadow Legends, Mech Arena, Merge Gardens, and GTM stage products). Responsible for IP integrations, AAA cinematics, and performance-oriented creatives, ensuring significant revenue growth across all titles.

- Drove multi-channel campaigns across 15+ GEOs, delivering measurable ROAS improvements and 40% increase in creative testing volume.
- Architected and scaled global creative marketing structure, unifying 3+ teams into a centralized creative hub serving 4 major game titles..
- Led IP collaboration strategy including TMNT and Alice in Wonderland integrations, generating top-quartile campaign performance and expanding player acquisition reach.
- Oversaw production of 12+ CGI trailers and thousands BAU creative concepts annually, maintaining continuous UA testing pipeline optimization.
- Implemented data-driven creative analysis frameworks, enabling creative managers and designers to integrate performance metrics into concepting.
- Established external vendor and agency partnerships, optimizing outsourcing budgets (\$8M+) while increasing in-house creative output by 70%.
- Championed AI adoption across creative workflows (copy, design, and video), cutting turnaround times and accelerating concept testing.

Director of Creative Marketing, Lumen, Tel Aviv

May 2023 — Feb 2024

Led multi-disciplinary creative team of 6 specialists, owning end-to-end creative strategy for digital storefronts, paid acquisition, and brand campaigns in the health-tech space.

- Reduced CAC by 30% across paid media channels through systematic creative testing framework and data-driven asset optimization.

- Built and mentored team of 6 creative specialists (designers, creative producers, video editors), establishing creative standards and workflows.
- Produced video campaign series generating \$3M+ in direct revenue within 30 days of launch.
- Reshaped the company's brand guidelines and partnered with prominent health and lifestyle influencers to create resonating content, effectively leveraging their extensive reach.

Director of Creative Productions, Lightricks, Jerusalem

Aug 2019 — May 2023

Built and scaled in-house creative production hub serving Marketing, Product, Social Media, and Employer Branding teams across Lightricks' portfolio of consumer creative apps (Facetune, Videoleap, Photoleap).

- Reduced CPA by 20% through multi-product creative strategy by integrating UGC and creator platform workflows into asset development.
- Recruited and developed high-performing team of 15+ creative specialists including designers, video editors, and creative strategists focused on paid acquisition and brand campaigns.
- Led marketing creative campaigns that resulted in a 25% ERR growth, partnering with 50+ creators representing 200M+ combined followers across TikTok and Instagram.
- Managed production budgets totaling \$2M+ yearly.

Senior Marketing Digital Producer, MyHeritage, Or Yehuda

Feb 2017 — Jun 2019

Led production of 20+ international marketing campaigns spanning TV commercials and digital performance video, partnering with executive stakeholders across online and offline channels.

- Built international production freelance network of 50+ specialists across US and EU, reducing production costs 30% while scaling output.
- Managed \$1M+ annual production budget across all creative asset development stages.

Head of Video Post-Production Department, Israel Social TV / Channel 98, Tel Aviv

Jan 2011 — Jul 2016

Directed video production team for daily news and documentary content. Scaled team 50% while directing and editing 10+ documentary series.

Freelance Director | Filmmaker

Jan 2011 — Jun 2016

Creative Director, IzRus, News Portal, Tel Aviv

Feb 2008 — Jan 2011

PR Account Manager, Arad Communications, Tel Aviv

Aug 2006 — Nov 2008

Education

B.A., Political Science and Media, Bar-Ilan University

Video Editing and Visual Effects, Open University