

MARKETING / BRAND BUILDING / CREATIVE / TEAM LEADERSHIP

14 Years' Experience in Global Retail Companies.

Highly experienced marketer, multi-talent creative expert, and global brand builder. Since 2005 I was lucky to lead creative and marketing teams, for both major Israeli advertising agencies and global retail companies. I'm Bringing with me proven success in developing and executing various communication and marketing projects for the international retail market. Excellent management and integration skills, hands-on creativity, and interpersonal skills.

Experience:

2022 - Today – Guy Sprukt Creative Marketing

- Brand building
- Go-to-market support for start-ups
- Creative and Marketing Communication services
- Crowd funding consultant

2020 – 2022 / CMO – MovingLife

MovingLife develops, manufactures and distributes game-changing mobility solutions for the disabled and for people who have mobility difficulties due to aging

- Owning the company's annual marketing plans and budget.
- Developing and executing e-commerce campaigns and traditional TV, PR and print campaigns for multiple territories.
- Developing and executing marketing plans for multiple territories: Israel, US, UK, NL.
- Conducting day to day collaborations with regional Sales directors (ISR, US, EMEA)
- Creating A to Z marketing and sales collateral for the company's products
- Providing on-going support and training for partners, distributors, and key dealers

2014 - 2020 / Co-founder and CMO – PICTAR (originally called “miggo”)

Pictar, an Israeli / UK start-up company, develops, produces, and distributes app- based advanced mobile photography accessories. The company was acquired in 2021 by Adorama.

- Roles: Chief Marketing Officer, Creative Director, Head of Training
- Developing and executing the brand's go-to-market strategy
- Developing A to Z marketing and sales collateral for all products.
- Providing product training and on-going marketing and sales support to the company's distributors (USA, EMEA, Japan, South Africa)
- Developing and managing 6 crowdfunding campaigns – raising over \$1.5M

2008 - 2014 / VP Marketing Communications – Manfrotto Bags

Manfrotto Bags is a leading global company focused on developing, manufacturing, and distributing accessories for the photography market.

- Leading the company's marketing communications department, including 10 employees – mid-level managers, graphic designers and web experts
- Developing the communication strategy for the company's 3 brands, budgeting for it and implementing it worldwide
- Overall responsibility for developing campaigns and full-scale marketing tools to be used by the company's distributors worldwide

- Ongoing collaboration with the company's distributors worldwide
- Ongoing collaboration with international colleagues, including executives from sister companies in Italy and the UK, global advertising agencies and various other providers
- Developing and implementing online and social media strategy – creating and maintaining web marketing tools and social media activities

2006 - 2008 / VP Creative, TBWA Digital Advertising Agency

- Leading the agency's creative department, including 12 employees – mid level managers, art directors, copywriters, graphic designers and web specialists
- Responsible for developing on-line and print campaigns for leading Israeli companies and brands, including: Discount Bank, Tara Dairy, Toyota, Migdal and McDonalds
- Managing day to day business relationships with the Agency's customers including the responsibility for recruiting new customers

2005 - 2006 / VP Creative, McCann Digital Advertising Agency

- Leading the agency's creative department, including 10 employees – art directors, copywriters, graphic designers and web specialists.
- Responsible for developing on-line campaigns for leading Israeli companies, brands such as: Leumi Bank, Tnuva dairy, Honda, EL AL, Cellcom, Yes Satellite TV, Nike.
- Managing the day to day business relationship with the Agency's customers

2001 - 2005 / Senior Art Director, McCann Ericson Advertising Agency

- Responsible for the development and execution of large-scale TV campaigns for leading Israeli brands, such as: Tnuva, EL AL, Leumi Bank, Honda, Yes satellite TV, Sunfrost, McDonald's and Neviot mineral water.

1996 - 2001 / Senior Art Director / Team leader, Y&R Advertising Agency

- Team leader – full responsibility for a junior creative team
- Responsible for the development and execution of large-scale TV and print campaigns for leading Israeli brands, such as: Strauss dairy, Danone, AIG, American Express, Heinz, Mitsubishi cars, Israeli Radio and Makita

1994 - 1996 / Art Director, Glickman Shamir Samsonov Advertising Agency

- Responsible for the development and execution of print campaigns for leading brands such as Hyundai cars, Microsoft, Yediot Achronot newspaper and others

Education:

- 1990-1994 / The Neri Bloomfield School of Design: Visual Communication
- 1989 / Hadassah Academic College: Photography Communication

Additional relevant courses and seminars:

- Innovation Development (SIT)
- Mediation Seminar (Gevim)
- McCann Leader - Management Development Program (McCann TLV)
- Y&R's International Creative Directors Seminar – Amsterdam (Y&R)

Awards:

Between 1996 - 2008 I won over 20 prizes and awards for TV, Print and Online campaigns done for YES satellite TV, Tnuva, Danone, Cellcom, Sunfrost, Discount bank and more.

Language:

Hebrew: Mother tongue / **English:** Professional

