

ZAHARA BITON

CREATIVE SPECIALIST

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A LITTLE ABOUT ME

Creative and strategic storyteller with eight years of experience crafting engaging narratives and delivering impactful marketing content for B2B tech. A trend-savvy millennial with a passion for online culture, I excel at capturing viral moments and audience insights to shape high-performing campaigns. With a knack for creativity and a strategic mindset, I'm ready to bring fresh ideas, sharp messaging, and a deep understanding of digital trends to drive exceptional marketing results.

SPECIALIZATIONS

- Creative advertising
- Strategic creative planning
- Developing long-lasting concepts
- Delivering complex concepts and ideas through compelling presentations

CORE SKILLS

- Creative Thinking
- Fast Learner
- Thriving Under Pressure
- Creative Problem Solving
- Great Presenting Skills
- Storytelling and Creative Writing
- Time Management and Organization
- Critical Thinking
- PowerPoint Savvy
- UX/UI Writing
- Canva Ninja
- Data Driven
- High proficiency in SEO best practices

LANGAUGES

English: Near Native Fluency
Hebrew: Native

JOB EXPERIENCE

SENIOR COPYWRITER

BBR Advertising Agency, 2023 - Present

- **Creative Campaigns:** Developed innovative marketing campaigns that push boundaries and align with brand goals.
- **Content Creation:** Delivered engaging content across various platforms, from newsletters to social media.
- **Scriptwriting:** Transformed storyboards into compelling scripts with attention to rhythm and delivery.
- **UX/UI Expertise:** Crafted user-friendly digital experiences by optimizing content for seamless interaction.
- **Collaboration:** Partnered with teams to execute projects, incorporating feedback with a positive approach.
- **Detail-Oriented:** Managed multiple projects with precision, meeting deadlines and delivering exceptional quality.

COPYWRITER

Lead Ogilvy, 2022 - August 2023

- **Major Campaign Leadership:** Led major advertising campaigns from initial brief stages through to on-air implementation as the most senior copywriter in the office.
- **Creative Strategy Development:** Developed creative and unique advertising strategies rooted in deep consumer insights.
- **Team Collaboration:** Collaborated effectively within a team environment to deliver innovative and impactful campaigns.
- **Client and Brand Alignment:** Ensured alignment of campaign strategies with client objectives and brand guidelines.
- **Project Management:** Managed multiple projects simultaneously, maintaining high standards of creativity and professionalism.

CREATIVE LEAD

Atreo, 2020 - 2022

- **Brand Strategy Development:** Led the creation and execution of brand strategies for several high-profile tech clients, aligning with their business objectives and market positioning.
- **Content Creation:** Produced a diverse range of B2B content, including whitepapers, case studies, website copy, email campaigns, and social media posts.
- **Market Insights:** Conducted thorough market research and analysis to inform strategic decisions and content creation, ensuring relevance and impact.
- **SEO Best Practices:** Integrated SEO strategies into content development to improve search engine rankings and increase organic reach.
- **Team Leadership:** Managed and mentored creative teams, fostering a collaborative environment that encouraged innovative thinking and high-quality output.

JUNIOR COPYWRITER

Lead Ogilvy, 2018 - 2020

- Contributed creative ideas and assisted in developing advertising campaigns for various clients.
- Collaborated with senior team members to refine campaign strategies and messaging.
- Assisted in conducting research and gathering consumer insights to inform campaign development.
- Supported the execution of campaigns from conceptualization through to implementation.
- Maintained brand consistency and quality standards across all communications.