

Dave Cohen

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Summary

- Proven creative abilities including ideation, script writing and copywriting.
- Dedicated team player. Great interpersonal skills.
- Highly motivated autodidact.
- Worked in major advertising agencies handling diverse brands, winning numerous awards.
- Marketing Creative for leading gaming companies.
- Native Hebrew & English speaker.

Experience

2022– Present **Cross Copywriter & Creative Marketing Manager, Playtika**

- Writing scripts and initiating concepts for “Big Bet” campaigns for a wide variety of games: Slotomania, Bingo Blitz, Solitaire Grand Harvest, Caesars Slots, Redecor and more.
- Overseeing production processes from start to finish for both offline and online stages across various projects.
- Assisting in creating a brand strategy for various games.
- Writing copy and micro-copy for in-game purposes (monetisation, social etc.)

2016 - 2021 **Senior Creative, TBWA Yehoshua**

- Handling agency flagship budgets in ATL, Social content, and digital. From brief to final execution.
- Winning various awards such as The Golden Cactus, YouTube Best, top spots in The Effie Competition, and memorable works for McDonald's, Maccabi Health Care, Winner, Ace, and more.
- Assistance in new client acquisition (Ferrero, Cellopark, and more)

2013-2016 **Senior Copywriter, McCann**

- Creating copy for leading Israeli brands including Yes, Tnuva, Bank Leumi, AIG, El Al, and more.
- Winning various recognitions and awards including McCann's "Creative man of the Year", Golden Drum Festival awards, and the Golden Cactus Awards.

2009 - 2013 **Copy & Creative Manager, TBWA Yehoshua**

- Managing several advertising budgets for various brands including McDonald's, Diners, Toyota, Betili, Winner and more. Presenting creative and overseeing the creative process.
- Copywriting for Tara Dairy's products, VISA, Migdal Insurance, Winner, Betili, Diners, and McDonald's.

2007 - 2009 **Copywriter, Reuveni Pridan IPG**

- Working on a variety of advertising accounts in different fields of expertise: Castro, Mizrahi Tefahot, RC Cola, Mast, Bikkur Rofe as well as pro bono accounts.
- Community advertising awards in the Cactus & in the New York Festival Awards.

2006 - 2007 Copywriter, Brickman Ad Agency

- Copywriting in TV, radio and print for Panasonic, BMW, Shagrir, Tsomet Sefarim, VAX, Club Hotel Chain, and Rimon Hotels network.

2005 - 2006 Sales Manager, Satlink

- Negotiating deals with TV broadcasters from around the world for the usage of space on communication satellites.

2004 - 2005 Ananey - Media Company

- Media researcher and screenwriter for the youth shows "Exit" & "Betzafar".
- Assisting in developing a format for "The Bubble" series (Avri Gilaad).

2002 - 2004 Radio Broadcast Manager, "Kol HaCampus" 106FM

- Creating, writing, producing, and broadcasting the humor and satire program, "The Cohen Brothers."
- DJ for radio shows
- In charge of the radio's daily schedule.

2002– Present Voice Actor in numerous projects

- Dubbing, narrating, signing and acting in dozens of various projects and commercials for renowned TV shows (including M.K. 22) and in radio and television in both Hebrew and English.

Education

2000 - 2003 B.A. in Communication and Business Management, The College of Management

2017 Screenwriting Workshop, Idit Shechori's School of Screenwriting

1996 Graduated with honors (English Speakers and Arabic), "Masorti High School", Jerusalem

Military Service

1996 - 1999 Full Service.Operational unit 8200 of the Intelligence Corps.

Languages

Hebrew: Native; **English:** Native

Recommendations provided happily upon request :)