

# Oren Brandeis

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## Summary

- Responsible for a large-scale annual budget of about \$50M.
- Creating digital growth and revenue strategies, achieving double-digit increases while scaling traffic.
- Building and leading successful SEM teams (10+ employees), providing guidance and mentorship.
- Leveraging data analytics and CRO techniques to improve funnel conversions and achieve KPIs.
- A vast experience of attribution modeling (AppsFlyer and Firebase) for better campaigns' automation
- Leading the SEM team in the acquisition process of Netboost Media firm to STR.L for £35M.

## Work Experience

### **08/2022 – Today – Head of SEM, 888Holdings**

- Managing the SEM activity for 888 and Sport Illustrated, with a focus on Europe and North America.
- Developing and executing high-scale monthly budgets, successfully planning and delivering on marketing spend goals.
- Providing leadership to SEM teams, offering guidance, mentoring, and direction of a group of 10+ employees
- Overseeing all SEM channels, including both web and apps, and accountable for driving their success.

### **10/2018 – 08/2022 – Head of UA, Yokee Music**

- Led the user acquisition team, scaling traffic and improved profitability by 10s of percents.
- Expanded into new markets in both Europe and Asia, increasing the company's user data base
- Improved the attribution modeling techniques for better performances (both iOS and Android)
- Collaborated closely with cross-functional teams including product, tech, analysis, design and content to enhance conversion rates and achieve higher ROIs.

### **01/2012 – 10/2018 – Head of SEM, Netboostmedia Ltd.**

- Established the SEM team. Developed and implemented the team structure and processes.
- Drove significant growth in the digital marketing budget, expanding it by a factor of four under my leadership.
- Developed analytical budget models, accounting the risk factors and providing more accurate forecasts.
- Integrated new technologies and cutting-edge systems to enhance the player journey and experience.
- Led the SEM team in the acquisition process of Netboost Media firm to STR.L for £35M.

### **07/2009 – 01/2012 – SEM Manager, Netboostmedia Ltd.**

- Developed, analyzed, and optimized search and social performance campaigns in Google, Bing and Facebook.
- Optimized multiple company brands, as well as comparison sites, to drive better performance and increased ROI.
- Executed AB testing for ad copy, landing pages, and banners, continually refining campaigns to improve performance.
- Conducted in-depth research on competitors, keywords, apps, and other opportunities using a variety of tools, identifying new marketing opportunities and trends.

### **2007 - 2009 – Student Role, IT Department, Comverse**

Internship at Comverse at the IT Finance team

## Technical Proficiencies

- Demonstrating expertise in multiple paid media channels, both web and apps, including Google Ads, Apple Search Ads, Facebook, Bing, Google Analytics, and other media channels

- Control Office applications (proficient on Excel) and diverse Internet applications
- Excellent command of SEO research tools, including those used to analyze competitors and keywords.
- Well-versed in content management systems (CMS) and able to use them to manage website content effectively.
- Experienced in using BI tools to analyze big data and draw insights that inform strategic decision-making.
- Partial experience in SQL

### Education

2005 - 2009 - **B.Sc. Technology Management, HIT**, Holon, Israel

### Military Service

2000 - 2003 – Drone technician + courses teacher in Israeli air force

### Languages

**Hebrew - mother tongue | English - excellent**

\*\* Recommendations – attached on my LinkedIn page (<https://www.linkedin.com/in/oren-brandeis>) + will be given on demand