

SHIR TAHELLE MOR

Senior Creative Manager



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📍 Ramat Gan

EDUCATION

Copywriting Certification

ACC, Tirza Granot

2016-2017

MILITARY

Technical Operations Manager

Shabak, Finance Department

2012 - 2014

EXPERTISE

Creative Direction

Creative Mentorship

Cross-Functional Collaboration

Campaign Development

B2B Communication

Social Media Trends

Project Management

LANGUAGES

Hebrew , Native

English , Native Level

PORTFOLIO

www.shirtahellemor.com

ABOUT ME

With over 7 years of experience in the creative space, I excel at managing creative processes, managing copywriting execution, and collaborating with cross-functional stakeholders to ensure projects meet high-level objectives. With a strong foundation in advertising and expertise in SaaS marketing, I am skilled at fostering teamwork, mentoring junior creators, and driving growth through feedback, sensitivity, and support.

WORK EXPERIENCE

July 2023 - Present | monday.com

Senior Creative Manager

- Manage the entire creative process, from concept to execution, for a variety of media, including TV ads, YouTube ads, audio spots, and international out-of-home (OOH) campaigns to drive brand awareness.
 - Launched the most successful audio ad campaign in company history, resulting in a 50% increase in paying clients and a 150% boost in website traffic compared to the previous quarter
 - Led a recent OOH campaign that exceeded expectations, achieving 200% of its KPI target for incremental website visits.
- Collaborated closely with media buyers, producers, and designers to maximize alignment and impact across all channels.
- Mentor new joiners and less experienced teammates to help them build confidence and effectively execute their ideas.

May 2022 - June 2023 | monday.com

Experienced Creative Manager

- Developed concepts and executed original campaigns to promote brand awareness across international markets.
- Conducted competitor and internal research to develop strategic brand messaging and creatives.
- Communicated with external marketing and production agencies, from pre-production to post production to ensure successful campaigns.

2020 - 2022 | Mench

Copywriter

- Executed digital and offline campaigns for a wide range of well-known international and Israeli brands, including Strauss, Goldstar, Skoda, Altman, XL, and many others.
- Crafted tailored copy for billboards, TV scripts, social media, email campaigns, websites, and print materials.
 - 2 of my campaigns were finalists in Israel's 2020 Cannes Young Lions competition.

2017 - 2020 | Twisted

Head Copywriter

- Created copy for web, social media, radio, OOH, email newsletters, and ad campaigns for clients in the e-commerce, health, and education industries, including Clalit, Renault, and many others.
- Worked closely with the PPC team to create effective digital campaigns.
- Mentored and supervised a team of 3 junior copywriters, providing guidance, feedback, and creative direction.