

ODED LEVY

Creative Director | Art Director

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Summary

Dynamic Creative Director with extensive experience in B2B SaaS, blending innovative design with strategic marketing. Proven track record in transforming brands through captivating storytelling and user-centric design, driving growth and achieving business goals.

Core Competencies

- Creative Direction
- UX & Product Design
- Brand Strategy
- Digital Marketing
- Strategic Planning
- Team Leadership
- Storytelling
- Data-Driven Decision Making

Selected Achievements

- Spearheaded rebranding initiatives that increased customer engagement by 30%
- Led creative teams to deliver impactful marketing campaigns
- Authored "The Narrative Nexus," a key publication on leveraging Narrative-Design in business
- Developed and sold a successful user-centric branding course

Experience

Marketing & Brand Consultant

Freelance | 2023-2024

- Authored a pivotal book on brand strategy.
- Enhanced digital visibility and UX across sectors.
- Developed and sold a user-centric branding course.

Senior Art Director

Tamooz Communication | 2023

- Elevated brand presence via digital campaigns.
- Led rebranding boosting engagement.
- Managed a creative team improving satisfaction.

Director of Brand

Lambda Solutions | 2021-2022

- Created a comprehensive Brand Book.
- Increased customer engagement by 30%.
- Drove growth with innovative product design.

VP Marketing

Patrick Assaraf | 2019-2021

- Implemented SEO and e-commerce strategies markedly improving online visibility and sales.
- Led successful marketing campaigns reinforcing the brand's prestigious market position.

Creative Lead

Ideal Life | 2014-2019

- Led marketing strategies emphasizing brand differentiation and innovation within the digital healthcare sector significantly impacting market presence and growth.
- Led strategic initiatives for market analysis and consumer research to identify opportunities for brand growth and expansion.

Skills & Abilities

- Leadership & Team Development: Exceptional leadership skills proven in directing multidisciplinary teams to achieve strategic objectives.
- Strategic Marketing & Communication: Expertise in developing and executing comprehensive marketing and communication strategies with a focus on digital platforms.
- Brand Management: Deep understanding of brand identity, messaging management, and market positioning.
- Digital Marketing: Proficiency in SEO, social media, and e-commerce strategies with a strong grasp of analytics for strategic decision-making.
- Creative Strategy: Adept at crafting creative strategies that resonate with target audiences and drive brand engagement.
- Tech Tools: Well-versed with current AI tools including ChatGPT, Claude, MidJourney, Adobe Firefly, Canva Magic Design, CoPilot, along with traditional tools like Microsoft Office, Figma, Photoshop, Illustrator, After Effects, Adobe Premiere, and more.

Publications

- "The Narrative Nexus: Harnessing the Power of Storytelling for Success" (2023)
- "Narrative Nexus Pro: Controlling Minds, Shaping Behavior - Bernays and the Dark Arts of Marketing" (2023)
- Norman Felix Gallery Toronto- Art show- Acrylic Paintings (2010)

Education

Bezalel Academy of Art & Design, Israel | 2005

Major: 2D Animation