

AMIT BARZELAY

AI Marketing & Creative Strategy

I love turning messy processes into systems, building funnels that make sense, and my two dogs.

CONTACT

Rehovot, Israel
+972 54 975 8575
barzelayamit@gmail.com
LinkedIn

SKILLS

Marketing automation
Customer journey design
Systems thinking
CRM development
Problem solving
Independent learning

Tools
Claude Code, Figma, Higgsfield, Make

LANGUAGES

Hebrew (native)
English (fluent)

EXPERIENCE

ExpressVPN

Creative Operations Manager
Mar 2026 - Present

Lead AI creative delivery for User Acquisition, connecting people, automations and data. Contribute ideas and produce ads; team output reached **350 concepts with multiple variations** in Q3.

Built an internal app with Claude Code for creative briefs, requests and output tracking.

The Big Ad Contest. Launched a global AI creator challenge in five days, owning registration, creator communications and judging: social reach of **960,795**, **22,226 signups** and **639 submissions**.

Influencer Marketing Team Lead
Dec 2025 - Mar 2026

Built and led the Israel influencer team, taking activity from zero to **107 influencer integrations per month** by March.

Erez Strauss LTD | COO
Aug 2025 - Nov 2025

Helped design lead qualification and customer journeys, connecting ads, organic content and lead magnets to webinar and purchase funnels. Built email, payment and reminder automations, managed the CRM and repurposed content.

Kaya Bites | Co-Founder & CMO
Jan 2025 - Oct 2025

Built funnels, CRM, automations and dashboards for a natural dog products brand. Shaped offerings and pricing, marketed through Instagram and paid ads, and used customer reviews to refine messaging, adjust products and create bundles.

DreamTeam | COO & Sales
Jul 2024 - Feb 2025

Built a CRM with deal tracking and real-time performance dashboards, saving the CEO **6 hours per week**. Developed workflow automations and designed and delivered onboarding training for each role and project.

Israeli Navy | Captain
Apr 2016 - Jul 2023

Commanded the operations room overseeing the Israel-Gaza maritime border, leading 110 soldiers and 7 officers through routine and emergency operations. Set operational priorities, trained and developed the team, and made high-stakes decisions under pressure and uncertainty. Established structured incident reviews to examine decisions and turn lessons into team training.