

Iirmi Nir

Creative x Brand Director

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PROFILE

Two decades in top-tier advertising, with senior creative roles at McCann, BBDO, DDB and Ogilvy. The past six years leading brand and creative for a global sports betting and casino company across four markets.

A creative who understands brands from the inside. A brand manager who knows what good looks like.

Clients have included McDonald's, Huggies, Volvo, Motorola, Microsoft, Pfizer, Honda, Nescafé, Yoplait and more.

EXPERIENCE

Global Brand Manager / Head of Creative

10bet · 2020 – Present · Sofia, Bulgaria

Joined when the brand operated in one market. Now leading it across the UK, Sweden, Mexico and South Africa, owning strategy, tone of voice and every touchpoint from TV and CRM down to the last word in the newsletter. Lead a team of copywriters, art directors, designers and illustrators while staying hands-on from brief to final cut.

Creative Consultant

Gitam BBDO · 2015 – 2020 · Tel Aviv

Brought in when briefs that matter needed cracking and pitches needed winning.

Creative Director

McCann Tel Aviv · 2013 – 2015

Led a creative department at Israel's leading advertising agency. Biggest briefs, sharpest team, daily reminder that advertising is a beautiful, magical, bloody war.

Co-Founder & Head of Creative

"Long Name for an Advertising Agency" · 2011 – 2012 · Tel Aviv

Co-founded a boutique agency. Strategy, creative, and the work that put first-time advertisers on screens, billboards, and into the conversation.

Head of Creative

Zarmon Goldman DDB / Fogel Ogilvy · 2007 – 2010 · Tel Aviv

Inherited creative departments at two of Tel Aviv's top global networks. Taught them, ran them, made them better.

Copywriter

McCann Tel Aviv · 2002 – 2006

Won a Golden Cactus medal on the first brief, on the first morning. Kept going with record-breaking campaigns across TV, print, radio and outdoor, winning multiple national and international awards.

SKILLS

Creative Direction · Brand Strategy · Tone of Voice · Copywriting & Scripting · Campaign Development · Social Content · Team Leadership · Cross-market Brand Management

LANGUAGES

English (fluent) · Hebrew (native)