# Orel Assia

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*I am a results-oriented creative and product leader with over 15 years of experience providing creative and product direction to high-performance teams to achieve organizational objectives. In addition to the responsibilities listed, my experience includes:*

- *Developing and executing growth strategies to improve user acquisition, conversion, retention, and lifetime value.*
- *Leading cross-functional teams to integrate product and marketing efforts and ensure alignment with growth objectives.*
- *Building and managing a high-performing growth team, providing guidance and support to team members to help them develop their skills and achieve their goals.*
- *Establishing and maintaining high-level relationships with key customers to drive business growth.*
- *Introducing innovative solutions and strategies to improve efficiency and drive growth.*

*I am a hands-on and accomplished creative and product leader, with experience as a senior director and HO. I have a track record of success in bootstrap and early-stage creative team building, as well as in developing and implementing robust processes. I have a strong focus on quality and detail excellence, and I am skilled in concept thinking and execution.*

## Experience

**etoro - Social Investment Network (Online Finance)**
**Head of Growth, Marketing**
*2025- Present*
Responsible for optimizing the company's acquisition and retention processes through data-driven analysis, market research, and continuous experimentation. I lead the end-to-end development of growth initiatives, including defining hypotheses, designing and managing experiments, implementing changes, and measuring their impact on business performance. As part of the company's core marketing strategy team, I contribute to campaign planning, project definition, and strategic decision-making. I also manage cross-functional development and design teams, oversee campaign launches, and continuously optimize performance to improve customer engagement, conversion, retention, and overall business growth.

**Head of Growth, etoro Money**
*2019 - 2025*
Responsible for managing the entire customer lifecycle, from acquisition to retention. Using data-driven insights, I create and execute tests and experiments to positively influence customer acquisition, conversion, retention, and lifetime value. I have successfully improved user acquisition funnels, including UA and ASO, by developing and implementing growth strategies that have resulted in significant increases in customer engagement and revenue. Additionally, I work closely with cross-functional teams, including product, marketing, and analytics, to ensure that growth initiatives are aligned with overall business objectives.

**etoro - Social Investment Network (Online Finance)**
**Design Manager, Product Marketing - etoro Money & Crypto**
*2019 - 2021*
Reported to the Director of Marketing. Responsible for the UX & UI of the Exchange platform (etoroX), the Crypto and etoro Money marketing deliverables (concept to delivery & optimisation). Improved user acquisition (UA & ASO) funnels, from the initial marketial engagement to specified product actions. Managed a team of developers and designers (marketing & UI). Worked closely with content, SEO, localization, product and R&D teams.

**Qiwi Enterprise Solutions (Online Services)**
**VP Marketing & Creative**
*2018- 2019*
Reported to CEO. Built & Managed distributed teams of developers, designers, content, SEO & UX (Israel, Ukraine, Cyprus, Philippines, Germany). Responsible for the company's websites (inc. redesigning, rebuilding, developing) and marketing funnels for multiple brands and off-brands & internal and external affiliates websites. Implemented marketing and creative strategies, optimization procedures & work process within new and existing creative & marketing teams.

**William Hill Online (Online Gaming)**
**Head of Creative & UX**
*2014- 2018*
Reported to the Head of Projects Delivery & IT. Managed teams of developers, designers & UX. Responsible for the company's websites (inc. redesigning, rebuilding, developing & implementing a new CMS), marketing assets for over 10 brands, internal affiliates websites and providing product solution for different departments (OPS, mobile, CRM, Affiliates, Gaming, etc.). Main POC for creative teams abroad (UK, Ukraine, Australia & Gibraltar).

**etoro - Social Investment Network (Online Finance)**
**Creative Director, Product Marketing**
*2011 - 2014*
Reported to VP Marketing & Growth. Managed a team of developers, designers, content & Seo and Localization. Responsible for the company's websites (inc. rebuilding and implementing CMS), blog and social media, provide solutions and products for the product marketing department and aggressive marketing & performance requests. Part of the brand & marketing strategic team.

**Kontera Technologies – Online in-text advertising network (Ad Network . Ad Agency)**
**Design Team Leader, Marketing**
*2010-2011*
Reported directly to EVP Marketing. Managed distributed team (San Francisco – Tel Aviv) and all the design-related contractors. Responsible for all of the company's design needs, focusing on sales & performance, marketing and product. Specialized in the US market.

## Education

2012 **Senior Management Course / Dr. Eldad Rom**
2011 **Agile & Scrum methodologies / Agile Sparks, Danko**
2009 **BA Communication, Creativity and Criticism / Sapir Academic College**
1996-2001 **Charles E. Smith School of the Arts in Jerusalem**

## Languages

Hebrew - Native proficiency
English - Full professional proficiency
HTML / CSS / PHP / JS / MYSQL - Fluent

## Skills & Tools

Data - Mixpanel / Optimizely / Tableau
Tools - Photoshop / After Effects / Illustrator / Figma / Zepplin / Unity / XD
AI - OpenAI / Claude / Midjourney / Suno / Kling / ElevenLabs / Gemini

## Other

**Army Service -** Discharged Major (Artillery)
**Superpowers -** Father of twins