

# Keren Boshi Messiah



## Creative strategy

Creative Production, Multi-market Campaigns, GenAI Workflows

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Berlin

## Summary

Senior Creative Strategist with 10+ years in design and marketing and deep experience leading multi-market creative production for global brands. Managed teams of up to 20 across strategy, motion, and design, owning end-to-end processes from concept and scripting through production, post-production, iteration, and performance optimization. Strong cross-functional partner to marketing and client teams. Built a Cursor-developed GenAI tool for marketers that catalogs creative references and accelerates UGC script writing and creative development.

## Core strengths

- Creative leadership**  
Concept-to-production ownership, quality bar, brand consistency
- Multi-market systems**  
Scalable processes, localization-ready frameworks, high-volume delivery
- Performance creative**  
CTR, view-through rate, conversion-focused iteration loops
- Team leadership**  
Hiring, org scaling, mentoring, structured feedback and development
- GenAI workflows and product building**  
Cursor-based tool development, user onboarding, iteration

## Tools

- Hands on**  
Photoshop (expert)  
Illustrator (expert)  
ChatGPT  
Cursor
- Workflow leadership**  
After Effects /  
Premiere Pro / Figma  
(directed teams using these tools)

## Experience

October 2024 -March 2026  
**Foap (Poland, remote)**  
Creative Hub Lead (Strategy + Motion + Design)

Led a Creative Hub combining strategy, motion design, and production delivery for multi-market UGC and performance marketing campaigns. Owned creative systems end-to-end from concept and scripting through production, post-production, iteration, and delivery across markets.

- Managed and scaled a multi-discipline hub (up to 20) across strategy, motion, and design, setting the creative quality bar, production standards, and feedback culture.
- Led strategy and creative development for P&G (Braun, Gillette, Pantene, Oral-B, Clearblue, Head & Shoulders, Old Spice), Wolt (14 markets), Bitpanda (14 markets), and additional EU brands.
- Built localization-ready frameworks and performance learning loops to improve CTR, view-through rate, and conversions over time.
- Directed execution through design and motion teams (AE/Premiere/Figma), providing creative direction, detailed notes, and QA for platform safety zones and brand consistency.
- Partnered closely with client services and stakeholders to align business goals, creative direction, and delivery timelines across markets.

- Selected impact**  
Scaled multi-market production across 14 markets while maintaining localized relevance through structured frameworks and testing learnings.

Jan 2023 – October 2024  
**HelloFresh (Berlin)**  
Lead of Online Creative

Led centralized creative supporting paid social, display, and lifecycle marketing, with focus on production systems and performance iteration.

- Managed designers and project management, improving cross-team collaboration and delivery consistency.
- Built structured creative processes and iteration loops to improve ad performance (CTR, view-through, conversion).
- Supported scaling through clearer briefing standards, stronger QA, and repeatable creative patterns

2019 - 2022  
**Vimeo (Israel)**  
Creative Marketing Manager

Owned social creative development and production for performance marketing, combining conceiving, scripting, production coordination, and optimization.

- Led designers and animators, supported hiring and onboarding, and managed cross-functional delivery.
- Developed platform-native concepts and scripts and guided iterations based on performance insights.
- Selected impact**  
Validated demand for an unreleased Vimeo feature - ~50M views and record click volume requesting the feature, influencing product prioritization.

2014 - 2019  
**888 Holdings (Israel)**  
Marketing and UI Designer

Designed UX/UI and marketing assets across digital touchpoints, collaborating with conversion and marketing teams.

- Designed UX and UI for web experiences and supported conversion-oriented improvements.
- Produced CRM and marketing creative across channels.

2025 - 2026  
**Product work and GenAI**  
GenAI tool for marketers (built with Cursor)

- Built and designed a tool that helps marketing teams turn inspiration into production-ready UGC scripts.
- Collects references shared by marketers (examples and inspirations), analyzes them, and catalogs them into a structured library.
- Enables teams to quickly retrieve relevant references by category or need, then supports writing scripts for new UGC ads using the curated reference set.
- Reduces time to find relevant references and speeds up UGC conceiving + script writing through a searchable, structured library.
- Owned the product design and build in Cursor, plus onboarding of an initial client and iteration based on real user feedback.

## Education

- Dr. Eldad Rom**  
Managing Skills Course (2020)
- UXV - UX Course**  
Tal Florentin, John Bryce (2018)
- BA in Communication Design**  
Holon Institute of Technology (HIT) (2009) Majored in Interactive Design

## Languages

- Hebrew**  
Native
- English**  
Full professional proficiency