

## **Pavel (Pasha) Pugach**

Creative Lead & Copywriter for nearly a decade, blending storytelling, data, and innovation.

Some professional highlights below, but for the full "Pasha Pugach Experience," check out my [portfolio](#).

### **Basic Info:**

Age: 37 | Residence: Simtat Beit HaSho'eva 6, Tel Aviv | [Linkedin](#) | [pashapugach88@gmail.com](mailto:pashapugach88@gmail.com) | 0526494570

### **Education:**

2019-2021 - Copywriting studies (Graduated with honors), **ACC Tirza Grannot**.

2013-2016 – B.A in economics and communications, **Tel Aviv University**.

2006-2008 - Full Matriculation, Theater Major, **Multidisciplinary Science & Arts Amal High School, Nahariya**.

### **Experience:**

2021 – Creative lead & Senior Copywriter - **Web3 (Bruckner Yaar Levi Group)**

- ❖ **End-to-End 360° Campaigns:** Leading large-scale campaigns from strategy, concept creation, and client pitching through to final execution ensuring seamless adaptation across all Offline and Online platforms.
- ❖ **Performance Creative & Optimization (Always On):** Managing high-scale campaigns across Google, Meta, TikTok, YouTube, Teads and more. Leading the full production process from A-Z: from static ads to managing video shoots on set, while constantly analyzing data to optimize results.
- ❖ **CRM Creative Management:** Directing the narrative and visual language for customer journeys, including concept creation, client communication, and design team management.
- ❖ **Innovation Implementation:** Managing the creative department's Best Practices. Developing optimal workflows and implementing AI tools into the daily production process.

2021-2021 - Copywriter & Social Media Manager – **NEW\M&C Saatchi Tel Aviv:**

- ❖ Creating campaigns and marketing moves - guerilla, TV scripts, social media activities and more.
- ❖ Managing social pages and creating monthly Gantts - marketing thinking at the level of ideas for posts as well as writing the text and copy.

2020-2021- Copywriter, **MarketMe – Shani Aloni:**

- ❖ Creating social media creative strategy & concepts for agency's clients

2019 – Creative & Content Manager, **BSA Ashkenazy & Zaltzman:**

- ❖ Hands on clients FB & IG pages - Creating Gantts, RTM activities, concept creation for campaigns and more

2016-2019 – Head Of Content, **Operad LTD:**

- ❖ Re-establishing company's content department including recruitment and training of employees.

### **Skills and languages:**

- ❖ Languages: Hebrew (Native), English (Native Level)
- ❖ Tech Stack: Full proficiency in Microsoft Office & Google Workspace. High proficiency in Figma and Canva. Basic knowledge of Photoshop.
- ❖ AI Proficiency: Daily hands-on experience with AI tools LLMs, Image/Video Generators, Custom GPTs, and Automations. Continuously learning and experimenting (even while you are reading these lines).