Dor Brecher

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VP of Creative Strategy at MAËLYS. I own creative strategy across paid media, with **$6M+ in monthly ad spend** and a focus on conversion, iteration speed and creative testing at scale. I built and led a 9-person creative team across design, video and copy, producing assets for Meta, web and retail.

WORK EXPERIENCE

MAËLYS USA — **Tel Aviv**
VP of Creative Strategy — *Oct 2024 – Present*

↪ *Senior Director of Creative* — *Feb 2024 – Oct 2024*
↪ *Creative Director* — *Jan 2022 – Feb 2024*
↪ *Senior Creative Manager* — *May 2021 – Dec 2021*
↪ *Content Manager* — *Apr 2019 – Apr 2021*
↪ *Senior Copywriter* — *Mar 2018 – Apr 2019*

- **Promoted 5 times over 8 years**, from Senior Copywriter to VP of Creative Strategy.
- Own creative strategy for paid acquisition, scaling to **$6M+/month in ad spend** and driving **~67% of total company revenue** through direct-response channels, while **reducing CPA by ~19%** in 2026.
- Built and led a **9-person creative team** across design, video and copy, scaling output and establishing workflows for high-volume testing.
- Built an **AI production system** for research, scripting, video and UGC production, static posts, Meta uploads with Codex and Claude Code, run alongside human-led production that helped 3x our in-house production abilities and reduce dependency on 3rd party sources.
- Directed all brand touchpoints (ads, website, packaging and more), balancing performance, compliance and brand positioning.
- Worked closely with product, retention and retail teams to align messaging across the full funnel.

Weiss Digital Marketing — **Tel Aviv**
Senior Copywriter — *Dec 2015 – Jun 2017*

- Managed paid social campaigns for beauty clients, optimizing paid-media creatives and messaging.
- Developed direct-response copy and creative concepts to constantly improve the user acquisition funnel.
- Worked with clients to refine brand positioning and performance strategy across digital channels.

Hevron Zalsman — **Tel Aviv**
Copywriter — *Apr 2015 – Nov 2015*

- Wrote radio, print and outdoor ads for clients in health, fashion, travel and insurance.
- Worked with art directors and account managers to develop brand languages for multiple clients.

CORE EXPERTISE

Performance Creative Strategy · Copywriting · Creative Direction · Direct Response Marketing · Creative Testing & Iteration Systems · Team Leadership

TOOLS

Claude Code, Codex, Higgsfield, ElevenLabs, Seedance 2.5, Figma, Monday.com, Frame.io, and more.

LANGUAGE

Hebrew (Native), English (Full Professional)