



MOSHE STAMLER.

Creative and Marketing Leader with strong experience in gaming and apps. I build and lead teams, connect creative with business goals, and drive Monetization, Retention and Growth.

Creative Director Silver Social Games - Jackpota **2024-Present**

- Built the creative department from scratch, hiring and growing a team of designers and creators
- Established workflows and processes that improved efficiency and team performance
- Led creative for Marketing, Retention, and Product Design
- Designed new product features to keep the game competitive and innovative
- Applied advanced AI tools across departments to improve output and reduce costs

Marketing Creative Team Lead Tango **2023-2024**

- Built the creative marketing team from scratch, hiring graphic and motion designers
- Created workflows to support fast-paced production and deliver high-performing ads, videos, and campaigns
- Improved performance leading to a 30% increase in marketing spend due to strong results
- Adapted creatives for global markets including US, Saudi Arabia, and Korea, addressing cultural differences
- Researched competitors and trends to keep creative output competitive and relevant

UX/UI Team Lead WSOP | Playtika **2022**

- I built the UX/UI team from scratch, set clear workflows, and made the work more efficient. I managed and developed the team, and worked with product managers to design new features and improve existing ones for a better player experience.

Art Team Lead WSOP | Playtika **2022**

- I managed the art team of illustrators and animators, built workflows and guidelines from scratch, and made the team more organized and efficient. I developed the people in the team, planned creative strategy for the year, and worked with product, development, and monetization to keep everything aligned. The team created the full visual style of the game, including characters, backgrounds, rings, and more.

Monetization Creative Team Lead Slotomania | Playtika **2019-2022**

- I managed the creative monetization team, starting with 4 people and growing it to 15 designers and copywriters. I built workflows and planned work ahead to make the team more efficient. I focused on mentoring, developing people, and working with product managers on strategy and creative planning.

Graphic Designer Slotomania | Playtika **2017-2019**

- I designed promos and in-game content to increase revenue and keep players engaged. I worked with monetization managers to bring new ideas and create a strong player experience. I gained trust quickly and was given responsibility for the biggest promos of the year.

Volunteering EMT in United Hatzalah's Ambucycle Unit, providing rapid life-saving response.