

Hila Shutzer Marciano

Digital Marketing & Brand designer

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ABOUT

- An experienced creative designer with great communications skills
- A fast learner, used to working in a fast paced environment
- Strong typography and layout skills, attention to details and a pixel perfect design approach
- A team player with high motivation to take initiative and leadership

EXPERIENCE

2022 – current | eToro – Creative marketing designer

- Lead creative direction for global campaigns across digital, social, video, and product marketing.
- Developed brand assets, motion visuals, and product-related content that supported user acquisition and retention strategies.
- Collaborated closely with marketing, product, and content teams to ensure design consistency and effectiveness.
- Worked on design projects using AI tools to scale creative production.

2016 – 2022 | Parazar brand boutique – Creative marketing and brand designer

- Collaborated with a team of designers to provide integrated design solutions in branding, copywriting, digital & print campaigns.
- Conceptualized and implemented new brands and rebranding from concept to execution for clients in diverse field.
- Designed and executed extensive marketing campaigns that include all digital marketing elements and advertising platforms.

2014 – 2016 | Font Art – Graphic designer

Designed book covers, print advertising, brochures and more.

EDUCATION

2021 | Shecodes – basic web course (HTML, CSS, JAVASCRIPT)

2021 | Codesigner – UX/UI course

2010 – 2014 | HIT (Holon Institute of Technology) – B.Design in visual communication specializing in print and interactive design.

MILITARY SERVICE

2004 – 2008 | Isreali Air Force – Aerial images interpreter

LANGUAGES

Hebrew – Native

English – Fluent

SOFTWARE

Adobe Suite (XD, Photoshop, Indesign, Illustrator, After Effects), Figma, AI tools, Google Suite

PERSONAL SKILLS

Highly creative conceptual thinker, autodidact, professional, able to prioritize under pressure, broad perspective with great attention to detail, hardworking, team player.