

Amir Scapa

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Head of Digital Marketing Performance

With 16 years of experience in digital marketing, I specialize in driving revenue growth, boosting conversions, and optimizing campaigns. My proficiency in AI-powered tools led to marked productivity gains. Selected as a LinkedIn Top Voice, I am at the forefront of industry innovation and excellence.

SKILLS

- Conversion Optimization
- Customer Acquisition
- Data Analysis
- Digital Marketing
- Digital Strategy
- E-commerce
- Generative AI Tools Proficiency
- Google Analytics
- Marketing
- Marketing Automation
- Mobile Marketing
- Online Advertising
- Online Marketing
- Pay Per Click (PPC)
- SEM
- SEO
- Social Media Marketing
- User Experience
- Web Analytics

WORK EXPERIENCE

Head of Digital Marketing Performance • 07/2021 - Present

zap group

- Engineered a data dashboard via Google Looker Studio in 3 months, delivering key insights and bolstering decision-making efficiency.
- Spearheaded B2B lead generation strategy in 10 weeks via social media, yielding a 30% uptick in sales leads & revenue.
- Fostered a performance-focused culture, exceeding CPA and ROAS goals by 20% for various industries.
- I used ChatGPT to create a custom Google Ads script for unique, unavailable-in-interface reports.
- Connected GPT to Google Sheets to auto-generate ad content, improving marketing efficiency by 15%.
- I used Midjourney to create custom images for marketing campaigns, resulting in a 10% increase in CVR and a 15% increase in click-through rates.

Chief Digital Officer • 08/2019 - 07/2021

Agent Interactive Network Ltd.

- Achieved 187% e-commerce growth and 122% ROAS improvement for major clients through targeted campaigns and data-driven optimizations, delivering exceptional results for the company
- Oversee a team of designers, copywriters, webmasters, and campaigners to implement online campaigns that drive growth and expansion.
- Enhanced AdTech infrastructure by implementing the latest tools, systems, and tracking for improved measurement and optimization.

VP Digital • 01/2018 – 03/2019

Agent Interactive Network Ltd.

- In 6 months, led digital specialists to execute high-impact projects, improving customer engagement and conversions by 35%.
- Built strong relationships with major Israeli clients by effectively executing digital performance, leading to repeat business and referrals, and driving company growth and success

Head Of SEM (SEM & Social Networks Marketing) • 10/2012 – 01/2018

Agent Interactive Network Ltd.

- Optimized SEM campaigns in 4 weeks, raising conversion rates by 25% and cutting client cost-per-acquisition by \$10.

Senior SEM Specialist • 10/2007 – 10/2012

Agent Interactive Network Ltd.

- Improved ROAS by 50% by optimizing bids, copy, and targeting strategies. Implemented a comprehensive SEM strategy that increased website traffic by 25% and lead generation by 20%.
- Implemented A/B testing on landing pages and ad creatives for a significant e-commerce client, resulting in a 15% increase in conversion rates and a 10% decrease in bounce rates.

VP Digital • 03/2019 – 08/2019

Union Media Israel Ltd.

- Managed and directed a team of 20 digital experts, successfully launching multiple digital campaigns and training up-and-coming professionals.
- Motivated a sizeable digital team, resulting in the successful execution of high-profile digital campaigns and the training of several up-and-coming digital professionals.

CERTIFICATIONS

Google Ads Search Certification

Display & Video 360 Basics

Campaign Manager Basics

Google Ads Video Certification

Career Essentials in Generative AI • 07/2023 – Present

Microsoft and LinkedIn