meganet

About the job

Performance Creative Lead | Meganet

Herzliya, Israel | Full-time

Meganet is an established performance marketing company focused on lead generation in the US market. We're looking for a creative, hands-on person to lead our creative strategy and production, working closely with our media buying team to turn ideas into ads that deliver results.

You'll develop concepts, write hooks and scripts, and create ads yourself. Recent experience producing AI-generated videos is essential, along with the ability and desire to stay actively involved in production.

We care more about your ideas, work, and ability to learn than a specific title or number of years of experience.

What you'll do

- Develop fresh creative concepts, advertising angles, hooks, and scripts for paid social campaigns, with a strong focus on Meta.
- Independently create video ads from concept to final delivery, using AI tools alongside video editing software.
- Produce static images, ad copy, and creative variations for testing.
- Explore new AI tools and techniques and apply them to everyday creative production.
- Work closely with our media buyers to plan tests, review results, and improve ads based on performance.
- Research competitors, US consumer insights, trends, and emerging ad formats.
- Write clear briefs and coordinate designers, video editors, and UGC creators when needed.

What we're looking for

- Strong creative thinking: the ability to find fresh angles, write compelling hooks, and develop different concepts for the same offer.
- Recent, hands-on experience creating videos with AI tools — required. You should be able to share examples and explain your process.
- The ability and desire to create videos yourself — required, including scripting, generation, editing, and delivery of finished ads.
- Experience creating ads in a performance marketing company or for a direct-to-consumer (DTC) business, with a focus on generating leads or sales.
- Practical knowledge of current AI video and image tools, with the curiosity to keep learning and experimenting.
- Strong English copywriting skills and a good understanding of US consumers.
- The ability to use campaign results and feedback to improve creative.
- Initiative, ownership, and the ability to move quickly from idea to execution.

How to apply

If this role sounds like a good fit, please email your resume and either a few work samples or a link to your portfolio to **office@meganet.one**.