

DOR ROSENTHAL

Performance Marketing & AI Systems Builder

Founder of WILDMIND · Tel Aviv



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I build acquisition campaigns, conversion journeys and the systems behind them — connecting Google and Meta, creative, landing pages and measurement.

What I bring

Paid acquisition

Google, Meta, LinkedIn, OpenAI, TikTok and Taboola. Campaigns, optimization and growth.

Funnels & creative

Quiz experiences, creative tests and landing pages.

AI & development

Custom creative tools, web apps and APIs.

Measurement

GTM, GA4, Pixel, CAPI and offline conversion feedback.

Growth strategy

Research, positioning and acquisition planning.

Tools I Use

Codex · Claude

Make · n8n · Apps Script
Figma · Canva · Webflow
GTM · GA4 · BigQuery
Sheets · Looker Studio

Music & personal ↗

[Ma'anish · vocals](#)
[Rap & production](#)
Event organizing

Education

John Bryce · 2018–2019
Full Stack & SEO

Experience in numbers

8

years in marketing

10M+

media budget managed

150+

marketing clients served

Experience

WILDMIND

JUN 2023–PRESENT

Founder & Digital Manager

Founded and run WILDMIND, serving 70+ clients. Strategy, branding, creative, PPC, development and automation — from business direction to hands-on delivery.

Own research, positioning, offers and funnels; build creative and landing pages, run campaigns, and connect tracking with sales feedback. Build client-branded AI creative tools, cross-platform dashboards, audit agents and automations. Lead client relationships and projects, turning business goals into coordinated marketing systems.

Anyword AI

JAN–JUN 2023

Senior PPC Manager

Google and Meta acquisition; tracking, reporting and campaign improvements.

Il Makiage IL

JAN–DEC 2022

Head of Performance

Managed and optimized over ₪100K in monthly media spend across four verticals. Implemented an advanced makeup-matching quiz, substantially improved tracking and reporting, and developed site experiences, content and landing pages.

Terrific Digital

NOV 2019–JAN 2022

Head of Content · Client Manager · Digital Marketing Manager

First employee; helped grow the agency to its first ₪1M. Managed 100+ projects and led content and creative production. Grew its Fiverr account to **#1 by earnings across Fiverr**. Communicated with thousands of business owners worldwide: qualification, scoping, quoting, closing and delivery.

Renovatio Group

OCT 2018–NOV 2019

Marketing & Project Management

Client communication, websites, content, social and SEO research.

THE WORK. THE IMPACT.

Systems, creative and
the stories behind the results.

Tools I built

[Client Product Studio ↗](#)

Client-branded catalog images.
RUNNING PAID SERVICE

[Lead Collection Dashboard ↗](#)

GA4, ads, HubSpot and lead status.

[Client Instant Audit ↗](#)

External research → a short audit deck.

[Carousel Maker ↗](#)

One post + image → ten slides.
Writing, brand & design in Figma.

[AutoAd ↗](#)

Client brain → concept & copy → brief
→ design.

[Audience Daily Sync](#)

Free daily audience updates.
Replaces \$100s in automation fees.

Three growth stories

FASHION PRODUCTION

A complete acquisition-to-sales system

₪18K → ₪360K

₪36 per lead · 10% lead-to-sale

Built a full campaign-to-sales system. High-end ads addressed fears and explained the service; landing pages handled objections and gathered qualification details. Chatbot follow-up, nurture emails and lead scoring prepared prospects and helped sales prioritize. Owned creative, campaign and funnel execution through sales optimization.

AKOTIKA

Creative overhaul, then a rapid crisis pivot

3× reservations

Overhauled the marketing around immersive video, replacing static images with influencer-made content showcasing the hotel experience. Optimized campaigns and added phone and message booking. After October 7, rapidly shifted pricing, short stays and offers toward reservists, security personnel and volunteers to help the hotel keep operating.

Selected work

Ads + Video ↗

Landing Pages ↗

TOMIK

From disconnected marketing to one customer journey

+26% monthly revenue

5× Meta enquiries
~80% lower cost per Meta enquiry

Connected a fragmented setup from first touch to offline sale. Unified website, phone and WhatsApp leads; linked multi-touch tracking, store visits, orders and customer records. Improved creative, built audiences and returned sales signals to Google and Meta. Retained 5,400+ marketing enquiries and documented 156 visits.

Historical results reported in the case studies. Sales and media spend are separate measures.



Initiated a united volunteer operation

Hamal Ezrahi · COO
Oct 2023–Jan 2024

Conceived and assembled a coalition of volunteer advocacy teams in about ten days after October 7. Brought partner initiatives and senior advertising, strategy and communications leaders together around a shared plan, then became COO. Led operations and 200 volunteers across content, paid and organic media, international awareness and press initiatives.

[Read the full story ↗](#)