

BEN SISSMAN

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EXPERIENCE

McCann Tel Aviv | Junior Strategic Planner

Dec 2025 – Present

Run strategy for 4 core clients (Yad2, the Jewish Agency, Maccabi Healthcare Services, Beit BaKfar) across up to 8 concurrent projects: writing briefs, briefing creative teams and shaping their output.

- Co-led strategy for Yad2's real-estate and automotive campaigns; the real-estate campaign lifted agent leads, its main KPI, 7%+ on for-sale and 9%+ on rental listings YoY.
- Co-developed the Jewish Agency's new communication concept, a Star of David chain under the line "Come take part in strengthening the chain"; viewers of its first campaign were 2x+ as likely to say they'd definitely take part (17% vs. 7%).
- Co-led strategy for Drushim's ATL campaigns; Orange Flag lifted positive feelings toward the brand from 42% to 60%.
- Built AI skills that walk planners step by step through McCann's method for briefs, campaign recaps and Effie cases; adopted by the team, improving workflow and saving dozens of hours.
- Co-wrote questionnaires and turned survey data (awareness, consideration, NPS, campaign effectiveness) into strategic insights.
- Shaped content and UX strategy for Tidhar's West Village digital experience, ahead of launch.

Crestview Strategy | Strategic Communications Specialist

Toronto, Canada | Jan 2025 – May 2025

- Built communication strategies for tech, government, defense, finance and energy clients, in crisis and routine situations, grounded in research and data.
- Wrote op-eds placed in The Globe and Mail and niche outlets, and co-produced press releases that earned coverage in The New York Times, BBC and CBC.
- Wrote newsletters for high-profile clients, ran media outreach and managed social content.

TD Bank | Marketing Intern, Business Credit Cards

Toronto, Canada | May 2024 – Sep 2024

- Spotted creative fatigue in the CTR data of an always-on email program; initiated a creative refresh, co-wrote the brief our creative agency worked from and ran the creative review through to launch.
- Analyzed channel tests for an SMB credit limit increase campaign reaching 11K+ businesses per wave; found that pairing email with direct mail lifted response 40%+ over mail alone in every wave.
- Built quarterly business updates covering SMB market sizing, competitive position vs. RBC and BMO, and campaign results.

Sissman Gallery | Founder, Toronto Branch (side project)

2024 – 2025

- Launched the Toronto branch, building its website, social channels and newsletter from scratch; drove thousands of site visits and dozens of leads with zero paid media.
- Produced two exhibitions, including Colours of Hope with StandWithUs and Kamim (80+ works by Israeli artists); drew 400+ RSVPs and sold 34+ works for CAD 58K+.
- Ran operations end to end: artists, partnerships, venues, suppliers, international shipping and in-person sales.

StandWithUs | Emerson Fellow

Sep 2023 – Sep 2024

- Launched campus initiatives that countered rising antisemitic rhetoric and shifted the campus conversation to include Israeli and Jewish voices; earned national coverage (CBC, National Post).
- Advised and supported similar initiatives that followed at campuses across Canada; received the Star of David Award.

Arcane Inc. | Digital Marketing Intern

Canada | May 2023 – Aug 2023

- Managed Google and Meta campaigns for clients; optimization lifted main-account results up to 150% while lowering CPA.

Shayetet 13, IDF Navy | First-Line Sailing Systems Operator

Feb 2018 – Oct 2020

- Trained as a combat mechanic; oversaw a sub-division on weekly rotational shifts and later evaluated new recruits.
- Operated vessels on routine and combat missions in a front-line unit, under constant high alert.

EDUCATION

University of Western Ontario | BA Hons, Media, Information and Technoculture

2020 – 2024

Dean's Honour List; Certificate in Practical German

SKILLS

AI & automation: Claude, ChatGPT, custom skills and prompt-chain workflows, Claude Design

Research & data: Surveys (Geocartography, Sapio, Poke), Similarweb, Google Trends, Meltwater, Yifat, StoreNext, Excel

Paid media: Google Ads, Meta Ads

Design & web: PowerPoint, Canva, Adobe Photoshop and Premiere Pro, GitHub, Cloudflare, WordPress, Wix

Languages: English (native), Hebrew (native), German (A2+), Spanish (A2)

ACTIVITIES

FightWell, Strategic Advisor (Jun 2026 – Present): shaped B2B-first go-to-market for an AI couples-communication startup.

TEDx Western U, PR & Communications Lead (2023 – 2024); **Faculty Student Council**, VP Communications (2020 – 2024)