Ilan Finer

Performance Marketing & AI-Driven Growth Expert



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A Bit About Me

For 10+ years I've turned ad budgets into growth for B2B and B2C companies, working AI-first at a speed that used to require a whole team.

I help businesses get more clients from their marketing, and spend less to get them.

My Skills Stack

Meta, Google, LinkedIn, Microsoft, X, and Reddit Ads, GA4, GTM, Looker Studio, CRO, A/B Testing, ABM, CRM, Marketing Automation, AI Agents & Workflows, AI Creatives & UGC, Claude, ChatGPT, Gemini.

Education

Bachelor of Laws (LL.B.)
Sapir College

Senior Performance Marketing Specialist

Darrow AI (LegalTech) | 2024 - 2026

- Owned user acquisition for US legal cases end to end, launching over 120 campaigns from zero, including case research, audience targeting, creatives, funnels, and tracking.
- Managed campaigns on Meta, Google, LinkedIn, Microsoft, X, and Reddit Ads in a highly regulated market, contributing to tens of millions of dollars in potential company revenue.
- Pioneered AI adoption in the marketing team, creating AI-generated UGC, static creatives, and copywriting, then onboarding the team to tools like Claude, ChatGPT, and Gemini.
- Built an automated email marketing channel from tens of thousands of leads who opted in, creating a new acquisition source at near-zero cost.
- Designed an outbound lead generation system based on open web intelligence to reach institutional investors, with zero paid media spend.

Digital Marketing Manager (B2B SaaS)

Immagnify | 2021 - 2024 (Acquired by Warmly)

- Established the digital advertising accounts from the ground up, including the full funnel and tracking system.
- Managed search and social ad accounts, using data to uncover optimization opportunities and scale what worked.
- Developed the ABM prospecting and cold email system that booked qualified demo meetings for the sales pipeline.

Fintech PPC Account Manager (B2C)

Seperia | 2020 - 2021

- Managed Google Ads and Microsoft Ads accounts with a $100K monthly budget, serving ads in over 50 countries in 7 languages.
- Grew net profit by 118% while scaling media spend by 63%, through data-driven optimization focused on stable ROI.
- Performed market research and trend analysis that opened new SEM opportunities and drove expansion into global markets.

Digital Marketing and Webmaster (Finance)

Psagot Investment House | 2016 - 2019

- Managed the official website, online magazine, email marketing, and SMS campaigns for the largest investment house in Israel.
- Owned the full funnel from lead generation to handoff to the sales team that booked agent meetings.
- Partnered with design, content, legal, product, and IT teams on new digital assets that improved lead generation and user experience.