

David Weiner

Creative, Operations & AI Marketing Leader

CONTACT

+358 50 494 2346

david.weiner@gmail.com

Hankatie 4b, Espoo, FI

remixdigital.co/work

EDUCATION

UNIVERSITY OF PITTSBURGH

- Bachelor of Arts: Creative Writing

SKILLS

- Social Media Management
- Platform-Native Content
- Copywriting & Voice
- LiveOps Calendars
- Creative Production
- UA & Community Creative
- IP Collaborations
- Creator & Influencer
- Cross-Team Pipelines
- Stakeholder Management
- Performance Reporting
- AI Workflow Automation
- People Leadership

PROFILE

15+ years making content that resonates, connects with the target consumer, and drives measurable results. Ran marketing and social strategy for billion dollar brands including PepsiCo and NHL, launched Sonic Rumble. I know the difference between content that buys installs, content that builds community, and bridging the divide between brand and performance.

WORK EXPERIENCE

Rovio Entertainment 2025 - PRESENT

Head of Marketing Creative Strategy & Technology (Interim)

- Led the transition of central marketing into an AI-accelerated growth engine, driving significant user acquisition and efficiency gains. Developed and designed creative strategy and UA creative production optimization across entire portfolio. Architected and deployed internal AI applications generating substantial annual cost savings and boosting team productivity. Spearheaded company-wide upskilling initiatives, successfully training over 100 employees. Fostered a culture of rapid prototyping and cross-functional collaboration.

Project Marketing Lead (Contractor)

- Rebuilt creative production across UA and Community with SEGA in Tokyo. Increased UA production from ~3 approved videos a month to 4-5 a week. Rewrote positioning to align with target player strategy; UA results improved. Ran the LiveOps and IP collab calendar (Godzilla, Popeye, Smurfs) 12-15 months out with licensors, social, creator, UA and agency leads. Rovio's biggest launch in about nine years.

Shook Digital 2023 - 2025

Head of People & Marketing

- Led marketing and people in a CMO-level seat. Designed and managed everything from strategy and tech stack to copy, design and the newsletter, each growing 10-20% a month and helped take MRR from €15K to €250K. As Head of People, grew the team from 6 to 32.

Twitter (via Aleph) 2020 - 2023

Regional Lead

- Tripled Nordic revenue in year one. Wrote the go-to-market strategy for new-market entry. Built the team from 2 to 8.

Finnair 2017 - 2018
Head of Brand and Content

- Led 20+ people and four agencies on a €30M budget. Rebuilt the content strategy and performance operating model. Lifted performance ROI 26% in first six months.

Nationwide Insurance 2015 - 2017
AVP of Digital Marketing

- Designed and launched social selling for agents and financial wholesalers, delivering qualified leads to agents and registered reps in a regulated salesforce. Drove organic engagement 30%.

National Hockey League (NHL) 2014 - 2015
Head of Social Media

- Ran the league's social strategy and developed the monetization program to extend sponsorship programs to social. Ran the ambitious #MyPlayoffsStory social program to~1B impressions with a team of 5. Turned a social-listening tool into revenue driving platform for teams league-wide.

PepsiCo 2010 - 2014
Manager, Digital Marketing

- Helped build the Digital Studio, PepsiCo's in-house creative team, and Creators League. Ran PepsiCo's first influencer programs with Vine creators. Built the VICE × Brisk Bodega program: an owned content hub with VICE as editorial partner, paid amplification and an influencer program. Brisk brand equity rose 12 points, the largest increase for any Pepsi beverage brand.

REFERENCE

Bonin Bough
Portrait Media Group / CEO
Phone: available upon request
Email : bonin@boninbough.com

Gary Vaynerchuk
VaynerMedia / CEO
Phone: available upon request

Core Skills

- Brand & ContentStrategy
- Platform-Native Content
- Copywriting & Brand Voice
- Creative Production
- LiveOps Calendars
- IP Collaborations
- UA & Community Creative
- Stakeholder Management
- Creator & Influencer
- AI Workflow Automation
- People Management
- Chess