

CONTACT

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IMPACT

$M+
Paid media behind my Lightricks ads

11.7M+
Organic views on my VFX trick-shot reels

3.4M+
Views on my Goldstar social series

AI TOOLS

Claude · ChatGPT
Higgsfield · Kling
Seedance

PERFORMANCE

Hook & style testing
Creative iteration
Paid social · CTV
App Store CPP
Creator / UGC ads
Influencer management
Team leadership
AI cinematic & UGC ads

CRAFT

After Effects · Premiere Pro
Cinema 4D · Photoshop
Illustrator
VFX · CGI · Compositing
Cinema & DSLR cameras
Lighting · Green screen

LANGUAGES

English — Professional
Hebrew — Native

LEEHOU PORAT

Performance Creative · AI Video · One-Man Show

A one-man show for performance ads and social video — concept, hooks, shoot, AI generation, edit and delivery, iterated on data. 10+ years in video and marketing; ex-Lightricks and BBR Saatchi & Saatchi; founder of Grynox.

EXPERIENCE

National Political Campaign — Israel
2026 — Present

Creative

- High-volume, fast-turnaround video and social creative for a national campaign headquarters.

Grynox
2026

Founder

- Gear for content creators. Run the company end to end — X-POD product design, branding, website and marketing — **driving strong product sales**.
- Lead a small freelance team and manage influencer and creator partnerships — recruiting, briefs and final content.
- Ads as testing systems: the same footage — real or 100% AI — cut into new hooks and delivery styles. AI music videos (soul & rap) for awareness, UGC-style AI ads for sales.

Freelance
2026

Creative for major brands

- Goldstar beer social series, end to end — concept, script, shoot, directing, AI scenes and edit, leading crew and talent — **1.5M, 1.1M and 844K views**.

Lightricks
2022 — 2026

Creative Marketing Designer

- Created A-to-Z performance ads for Videoleap, Facetune and Beatleap — US connected-TV spots, paid social and App Store Custom Product Pages.
- Ads backed by **multi-million-dollar media spend**, with several long-running winners.
- Designed, shot, directed and animated (2D/3D); trained teams in After Effects.

BBR Saatchi & Saatchi
2018 — 2022

Head of In-house Production

- Shot, directed, animated and edited web and TV ads for Super-Pharm, Strauss, Elite, Tiv Ta'am, Mini, BMW and Netflix.
- Trick-shot social series for Prigat starring Shalom Michaelshvili — commissioned after my own trick-shot reels went viral.
- Supervised and mentored the editing team.

Leehou Studio
2016 — 2018

Founder & Creative Director

- Independent design and video studio — campaigns for Cellcom, Issta, Cameri Theater and S. Horowitz & Co. Managed designers and editors.

ZBAM
2015

Art Director

- Web, catalog and packaging design; ad and how-to videos; CES exhibition design.

EDUCATION

Bezalel Academy of Art and Design
2013 — 2017

B.Des., Visual Communication · Courses: After Effects, Cinema 4D, Sound