

Erel Ganot

Creative & AI Specialist with hands on experience in ugc videos, visual content (images), and AI-driven creative production. Focused on performance oriented storytelling and scalable content creation for digital products and global brands. Strong technical background combined with creative execution, automation, and AI tools to accelerate creative workflows and impact.

Contact Information

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Social links, website

www.erelganot.com | <https://www.linkedin.com/in/erel-ganot/>

Languages

English

Advanced

Hebrew

Native

Skills

AI/ML Frameworks: ChatGPT Midjourney
Runway AI asset generation & prompt engineering Workflow automation (APIs, AWS, Airtable)

Design Tools: Adobe Creative Suite
(Proficient) Figma (Proficient) After Effects
Illustrator

Cloud Services: AWS S3 Azure Cloud
Storage Google Cloud Platform

Experience

Technical Creative Ai

GenieLabs

2025 - Present

- Created and optimized AI-generated visual assets for marketing and creative use cases.
- Fine-tuned generative AI models (image & creative assets), reducing production time by 50%.
- Built automated creative pipelines using AWS S3 and APIs to scale content creation.
- Collaborated with creative, product, and engineering teams to translate concepts into production-ready assets.
- Explored AI tools for rapid iteration, experimentation, and creative testing.

Senior Technical Implementation Specialist

Kaltura

2021 - 2025

- Led visual and content execution for large-scale virtual events for global brands (AWS, Adobe, Amazon)
- Managed creative assets, video content delivery, and live production workflows.
- Built automated systems (Airtable) to streamline creative operations and asset management.
- Worked closely with clients and internal teams to optimize content performance and delivery.
- Hands-on experience with video assets, live content, and rapid execution under performance constraints.

Education

visual communication

Holon Institute of Technology Holon

- 2025