

Sheli Efimova

Content-first creative leader with 12+ years of experience in social-first creative, brand storytelling and production. Combines strategic thinking with a strong visual point of view and hands-on creative leadership, developing bold, culturally relevant content across YouTube and social platforms. Experienced in leading multidisciplinary creative teams and bringing brands to life through platform-native storytelling that stays true to their mission and values while driving both brand and business growth.



sheli.efimova@gmail.com



@sheli.efimova



PLEO

May '22 - Jan '26
Remote

HEAD OF CREATIVE PRODUCTION - YouTube, Paid and Organic social

- **Owned YouTube, Meta & LinkedIn creative strategy and end-to-end development pipeline**, from market insight through production and performance learnings, in close collaboration with Research, Comms, Product, and Digital Marketing teams.
- **Built, hired, and led a 10-person in-house creative production team** spanning producers, directors, videographers, copywriters, content creators, and motion designers.
- **Led multi-million-euro filmed content production** across European markets, overseeing development, budgeting, casting, production, post-production, localization, delivery, and performance review.
- Built and managed a **network of award-winning production companies, casting agencies, directors, producers**, and creative partners across core European markets, including Palma Pictures, M2Film, Radical Media, Canada, Public Heroes, and Henneman Agency.
- **Cast 90+ actors, spokespersons, models, influencers**, and UGC talent across core European languages, balancing established talent with emerging discoveries; 87%+ achieved **>90% performance scores**.
- **Evaluated source materials, creative concepts, scripts, casting options**, and production approaches using market research, audience insight, and content performance data to inform creative and production decisions.
- **Delivered 1M+ minutes of watch time across video** content produced under my supervision across digital media channels.

HELLOFRESH

Nov. '19 - May '22
Berlin

GLOBAL VIDEO PRODUCTION LEAD - YouTube and Paid Social

- **Built and scaled an in-house video production studio space**, enabling teams to develop, produce, localize, and deliver **5.000+ filmed assets, across 10+ markets and 4 brands**.
- Led **end-to-end production from idea to launch** across YouTube, TV, VOD, paid social, app, display, and digital formats for markets including Nordics, Benelux, DACH, the UK, Spain, France, Japan, Canada, Australia, and the US.
- Oversaw **creative development, scripts, storyboards, pre-production, filming, post-production, localization, quality control, and final delivery**, ensuring creative consistency and production quality across markets.
- **Evaluated creative concepts**, formats, scripts, and production approaches using **market insight, audience learnings, and content performance data** to inform future development and testing plans.
- Managed digital deployment of **high-profile partnership** video campaign assets featuring Mindy Kaling, Neil Patrick Harris, Antoni Porowski, and Jessica Alba.
- **Led negotiations with agencies, production companies, and casting partners**, collaborating with Legal on approvals, rights, usage, and production-related agreements.

SPLASHFRAMES

Jul. '18 - Jul. '20
Berlin

FOUNDER AND CREATIVE PRODUCER, ANIMATION STUDIO - Organic Social

- **Built and ran a profitable animation production business**, leading visual direction, client relationships, operations, timelines, budgets, and final delivery.
- **Developed and produced** short- and long-form video explainers across 10+ tech industries, translating **complex subjects into clear, audience-focused storytelling**.
- Owned the **creative pipeline end-to-end**, from idea development, positioning, scripts, visual direction, and brand guidelines through production planning and content delivery.
- **Built and managed a freelance production network** to support project delivery and develop creative talent.

TRIVAGO

Jul. '14 - Aug. '18
Düsseldorf

CREATIVE PRODUCER - TV and Digital Marketing

- **Built and led in-house video creative team** at Trivago, hiring producers and establishing **hybrid workflows** that combined **in-house** research and concept development with **outsourced** production and post-production.
- **Led global casting and talent strategy** for the famous Mr.Trivago concept across Europe, the US, and Japan, overseeing **multi-million-euro talent contracts** while discovering **emerging faces** and partnering with **established actors** and voice artists.
- **Developed ideas** and executed pre-production, production, and post-production of video campaigns for TV and digital (incl. live) **across 30+ markets globally, including Nordics**, US, UK, and EMEA.
- Built and managed a **network of production companies, directors, producers, casting agencies**, and creative agencies across key international markets.

EDUCATION

BA JOURNALISM & TELEVISION 09'-13'
Lomonosov Moscow State University, Moscow

FILM PRODUCTION 11'
University of New South Wales, Sydney

MOTION DESIGN 08'-09'
British Higher School of Art and Design, London/Moscow