

Milan Ben-Yair

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Multidisciplinary creative content producer well versed in mass communication, eager to expand skillset through on-the-job work experience and mentorship.

SKILLS & INTERESTS

Skills: Microsoft Office (Word, Excel, PowerPoint), Adobe Premiere Pro, proficient in generative AI (Midjourney, Runway, Chat GPT, DALL-E 3).

Languages: Native English, professional working proficiency in Spanish and Hebrew.

WORK EXPERIENCE

Senior Copywriter - Narrative Writer

Herzliya, Israel

Playtika

2022-2025

Best Fiends (2023-2025)

- Served as the studio's senior authority on all things copy, ensuring a consistent, engaging voice across product, narrative, and monetization for *Best Fiends*.
- Shaped and evolved the game's core narrative voice across both product and monetization initiatives, driving cohesion between storytelling, in-game experiences, and revenue-generating content.
- Crafted engaging narrative arcs, character-driven copy, and dialogue across new features, live events, videos and monetization—bridging the gap between player immersion and monetization objectives.

Bingo Blitz (2022-2023)

- Quickly adapted to and improved upon the game's established voice in the monetization team, developing creative copy across in-game offers, live events, and promotional channels with a direct focus on engagement and revenue growth.
- Regularly scripted donation-based collaboration videos, including high-profile partnerships with celebrity guests such as Drew Barrymore & others.

Staff Writer under Arts & Culture – Videographer Video Editor

Tallahassee, Florida

FSView & Florida Flambeau

2014-2017

- Collaborated with Section Editors and Editor in Chief to introduce a more modern take on the Arts & Culture section by redistributing focus from on-campus social events to off-campus cultural affairs while also reviving our social media presence by increasing our postings on YouTube, Twitter, Facebook & Instagram.
- Communicated event promotions in correspondence with organizers to concentrate large scale ideas into bite sized articles.
- Refined the video department by implementing across the board standards with the use of up-to-date DSLR cameras, professional audio recorders, and Adobe Premiere Pro as the designated collaborative editing software. Elevating the frequency of monthly video publishing by 60% and increasing average views by 50%.

Military Service

Israel Defense Forces – Kfir Brigade - Special Operations Unit Haruv

Staff Sergeant

Dec. 2018-May 2021

- Acclimated quickly as a Lone Soldier to strong language and cultural barriers, training at a highly demanding mental and physical level in areas of war-time operational methods, urban warfare, and counterterrorism.
- Ensured the safety and mobilization of the entire brigade's war-time movements by operating specialized optic systems used for scanning and identifying enemies and explosives in foreign territories.

EDUCATION

Bachelor of Arts in Creative Writing – Minor in Communications, May 2017

Florida State University, Tallahassee, Florida