



Erol Şan Amaç

Marketing Artist
Creative Producer

CONTACT

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🌐 Open to Remote / EU timezone

📁 Portfolio — available on request

SKILLS

MARKETING CREATIVE

- Playable Ads
- Video Ads
- Creative Iteration
- Hook Design
- A/B Testing
- CPI Optimization
- UA Creative
- Store Creative

CRAFT

- Art Direction
- Video Direction
- Editing
- Color Grading
- Sound Design
- Motion
- 3D / Blender

DATA & PROCESS

- CPI / CTR Analysis
- Retention Signals
- Critical Thinking
- Research
- Rapid Iteration
- Team Lead

TOOLS

- Premiere
- Photoshop
- Substance
- Unity
- Blender

HOW I WORK

“May not have the answer yet — but I'll find it.”

Relentless researcher · calm under live-ops pressure · patient iterator · ego-free feedback.

LANGUAGES

Turkish	Native
English	Fluent
German	A2

EDUCATION

Sep 2014 – Jul 2019
Communication & Design
Bilkent University, TR

Sep 2009 – Jul 2012
Film und Fernsehen
Dekra Media Akademie, DE

Erol Şan Amaç

MARKETING ARTIST / CREATIVE PRODUCER

~1,500 ads produced & A/B-tested · CPI \$0.25–0.80 · video + playable · director's eye (Nike, commercials)

ABOUT ME

Produced and A/B-tested ~1,500 performance ads and drove CPI to \$0.25–\$0.80 — creative that converts, backed by a decade of film direction.

Marketing artist and creative producer with 6+ years making performance creative for F2P mobile, backed by a decade of professional film and video direction. Produced, edited, and A/B-tested **~1,500 creative ads** (video + playable) and drove CPI to **\$0.25–\$0.80** by iterating creatives against live performance data. Full-stack creative: concept, art direction, shooting, editing, color grading, and sound — from directing commercials for brands including Nike to cutting playable ads that convert. Also a shipped game designer (Cookingdom, Restaurant Hole!, and **Painter's Life**, an early AI-as-mechanic title), so I build ads that actually match the game and the loop players will meet. Fluent in reading CPI, CTR, and retention signals and turning them into the next creative test.

WORK EXPERIENCE

Co-Founder / Lead Game Designer & Art Director

NoExit Games

Jan 2021 – 2025

- **Produced, edited, and A/B-tested ~1,500 creative ads** (video + playable) — iterating concepts against live performance data.
- **Drove CPI to \$0.25–\$0.80** across testing phases through relentless creative iteration and marketing-art optimization.
- Owned the full creative pipeline for UA: hook design, art direction, editing, and playable-ad concepting.
- Worked hand-in-hand with UA and monetization teams to align creative with performance and LTV.
- Led a creative/design team of 7 (scaling to 10–12 with freelancers); set the visual and creative bar.
- Shipped **Painter's Life**, **Cookingdom**, and the award-winning **Restaurant Hole!** — designing games I also had to market, so I know what sells a loop.
- Co-founded the studio and raised ~\$400K (~10% for a ~\$4M valuation).
- Designed and art-directed across 50+ prototypes; produced marketing art and store creative alongside.
- Received a 'Most Creative Concept' award at an industry festival.
- Mentored and judged 5 game jams and consulted on external projects.

Game Designer / Art Director

Freelance

Jul 2019 – Jan 2021

- Transitioned from film production into game design; self-taught game art, coding, pipelines, 3D modelling, rigging, and animation.
- Built small-scale mobile prototypes across multiple game jams to sharpen mechanics-first design thinking.
- Completed commissioned mobile projects while building foundational Unity and design skills.

Professional Skills	
Playable Ads	Color Grading
Video Ads	Sound Design
Creative Iteration	Motion Graphics
Hook Design	CPI / CTR Analysis
CPI Optimization	Retention Signals
A/B Testing	3D Modelling
Art Direction	Store Creative
Video Direction	Game Design
Editing	Team Lead
Achievements	
Industry Festival — Restaurant Hole!	
Co-founded NoExit Games (~\$4M val.)	
Painter's Life, Cookingdom, Restaurant Hole!	
Among the first on mobile — Painter's Life	
Game design team & freelancers	
Produced, edited & A/B tested	
+ external project consulting	
Founder	

Work Experience (Continued)

Director / Creative Director

- It's Okay ProductionJan 2016 — Jul 2019
- **Managed and coordinated production crews of 5–50 members** across projects of varying scale and industry — keeping many disciplines aligned and delivering on time.
 - Directed diverse commercial work as Director, Creative Director, Art Director, Narrative Writer, Color Grader, and Sound Designer.
 - Worked with major brands including Nike, defence-industry clients, chambers of commerce, and the music industry — 10+ music videos and numerous commercials.
 - Handled the full pipeline: pre-production, on-set direction, post-production editing, color grading, and sound design.
 - Founded and directed the 2nd largest Turkish-language theater group in Germany during studies in Berlin — ran 90-minute live productions with 50-person crews and 16 performers, on nationwide tours. (LiveOps, in a strange way, before LiveOps.)

Key Projects

Painter's Life — Shipped (Live F2P)

- NoExit Games | Lead Game Designer
- Generative AI as a core mechanic: players sketch on-screen, AI renders a sellable artwork live, feeding a reputation-and-economy progression loop. Among the first mobile games to build AI into the mechanic itself.
 - Designed a haggle/negotiation selling mechanic (added after the base prototype) that improved retention and playtime.

Cookingdom (Match-3) — Shipped (Live F2P)

- NoExit Games | Lead Game Designer
- Led design over 9 months as primary designer — core mechanics, level progression, in-game economy, and monetization triggers from concept through live operation.

Restaurant Hole! — Shipped (Live F2P)

- NoExit Games | Game Designer & Art Director
- Shipped casual title recognized with a 'Most Creative Concept' award at an industry festival.
 - Reworked level layouts for visual readability and appeal, lifting player playtime.

Inner Voice — In Development

- Solo Indie Project | Unity | Narrative Adventure
- Solo developer handling design, level design, art direction, and programming end-to-end.

50+ Casual & Hybrid-Casual Prototypes

- NoExit Games | 2021–2025
- Designed and iterated 50+ titles; personally owned ~25–30 concepts from GDD to playable prototype across core loop, level, UI/UX, monetization, and creative-ad strategy.

What I Bring

- **Performance creative at volume** — ~1,500 ads shipped and A/B-tested; I know what a scroll-stopping hook looks like because I've tested thousands.
- **CPI ownership** — drove CPI to \$0.25–\$0.80 by reading performance data and turning it into the next creative.
- **Full-stack production** — concept, art direction, shoot, edit, color, and sound under one roof: faster iteration, no handoff gaps.
- **Game-aware marketing** — I've shipped the games too, so my creative matches the actual loop, not a fake one.
- **Director's eye** — a decade of film and commercial direction (incl. Nike) behind every frame.