

Carlos Perez

Creative Strategist

Open to Remote Roles
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Summary

Creative Strategist with hands-on experience across organic short-form content and paid social, owning the full creative process from research and ideation through scripting, production, launch, and performance analysis. Built early marketing experience creating TikTok and Instagram content for ecommerce products, then moved into Meta Ads and led three independent product tests across U.S. and Mexican markets. Combines consumer insight, direct-response principles, platform-native creative, and performance data with a 6+ year software engineering background to build structured creative hypotheses and iterate quickly.

Creative Strategy Skills

- Creative Strategy:** Creative angles, hooks, scripting, ad concepts, creative briefs, testing, iteration
- Organic & Paid Social:** TikTok, Instagram Reels, Meta Ads, platform-native short-form content, creative testing
- Research & Positioning:** Customer research, competitor research, pain points, desires, objections, awareness, messaging
- Creative Production:** Filming, B-roll research, CapCut editing, Canva static creatives, ad copy, visual storytelling
- Performance & CRO:** CTR, CPC, CPM, ATC, CVR, CPA, ROAS, funnel analysis, Shopify landing pages, offers, Microsoft Clarity
- Tools:** Meta Ads Manager, Shopify, CapCut, Canva, ChatGPT, Get Hooked, Meta Ad Library, Microsoft Clarity
- Training:** Meta Ads training by Marc Verdu; self-directed study through Dara Denney, Motion, Mark Builds Brands, Alex Cooper, and Sabri Suby

Relevant Experience

Independent Creative Strategist & Content Creator

Self-Directed Organic & Paid Social Projects

2026 - Present

- Built hands-on marketing experience by creating organic short-form content for TikTok and Instagram, developing hooks, product demonstrations, pacing, visual storytelling, and editing styles designed to capture attention and communicate product value.
- Progressed from organic content into paid social and owned the complete creative and growth workflow for three Meta Ads product tests across beauty, personal care, and pet categories, handling strategy, production, media buying, landing pages, and analysis independently.
- Conducted product, competitor, and customer research to uncover pain points, desires, objections, awareness levels, and market patterns, then translated those insights into messaging angles, hooks, scripts, and creative concepts.
- Created ad creatives from scratch, including concept development, scripting, filming, B-roll sourcing, video editing in CapCut, static assets in Canva, and direct-response copy.
- Built Shopify landing pages and offers, including pricing structures, bundles, bonuses, guarantees, and upsells, keeping ad messaging and on-site positioning aligned.
- Launched and analyzed Meta Ads campaigns using CTR, CPC, CPM, add-to-cart rate, conversion rate, CPA, and ROAS; used performance data to decide when to iterate, investigate funnel friction, or stop a test.
- Generated purchases in two of three initial product tests, including five purchases in the first Amanea campaign and three purchases during the first two days of the Vellara test; used Meta Ads, Shopify, and Microsoft Clarity data to identify profitability, conversion, and attribution constraints.

Software Engineer

QiBit | Zigi App | Aurora Studio

2019 - Present

- 6+ years of professional experience solving complex problems, collaborating with product and business stakeholders, and using structured analysis to make decisions across fintech, ecommerce, and digital products.