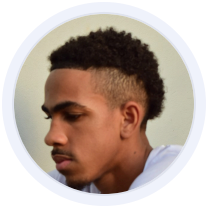
Jaedon *Roach*

Creative Strategist



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PROFESSIONAL SUMMARY

Creative strategist for CrownCards, a DTC mobile app that sells digital packs of real trading cards through paid social. I take ads from research to finished file: video briefs for the team's editors, and statics I art-direct with AI image tools. Research starts in the Meta Ad Library, app reviews and Reddit, and every concept ships with its reason.

SKILLS

Creative Angles	Customer & Competitor Research	Claude & Claude Code
Ad Concept Development	DR Copywriting	ChatGPT
Hook Writing	VSL & Script Writing	Notion
Video Briefs for Editors	Meta Ad Library	Foreplay
Static Ad Art Direction	AI Image Generation	Canva

PROFESSIONAL EXPERIENCE

Creative Strategist, CrownCards (freelance, remote) — **Sep 30, 2026 to Present**

- **$92,884** spent on my ads since I started Sep 30, **201** ads live from **12** briefs on Meta, TikTok and Google. Top ad (creator reaction video): **$35,736** spent, **1,210** TikTok installs. As of Nov 6, 2026.
- Wrote 55+ video briefs for two in-house editors: hook, beat-by-beat edit with clips and timestamps, offer, awareness level and test hypothesis. 20+ are cut into finished ads.
- Concepted and art-directed 140+ static ads: angle, headline and image prompt, then checked every render for wrong card labels, prices and claims before it went to review.
- Mapped 21 competitors' longest-running Meta ads, then turned App Store reviews and Reddit "is it legit?" threads into a skeptic-led static set aimed at the app's biggest objection.
- Read the team's ad dashboard, saw the giveaway offer was getting almost no delivery, and moved the next batch onto the free-first-pack offer that was scaling.
- Built Python and Claude Code automations that file editors' clips and 400+ card images for the team.

Creative Strategist, Fora (client test project) — **Sep 2026**

- Met the owner, broke down the ad account and wrote test statics aimed at the women 65+ buying from its best ad.

Creative Strategy Work, Independent spec projects — **2023 to Present**

- Ad account breakdowns and spec statics for True Classic, Grüns, Bloom Nutrition, Alani Nu and SportGrips.
- Published a 14-minute YouTube breakdown of Alani Nu's ads and funnel.

Copywriter & Social Media Manager, B3 Creative Solutions — **2025 to Mar 2026**

- Wrote social captions for clients in real estate, HVAC, event planning and beauty, switching category week to week.
- Edited client copy before it published, reviewed editors' work, and ran B3's own Instagram and Facebook.
- Ran outbound for new clients by cold email, DM and phone, writing the scripts and message sequences.

EDUCATION

4D Bootcamp — **Present**

Creative strategy, ad creative, VSLs, offers and messaging, funnels, landing and sales page psychology, email, outbound.