

LV24 ASH - CREATIVE STRATEGIST

★ NEW CHALLENGER APPEARS ★

# Creative Strategist

Wants To Defeat Your  
**CHAMPION AD.**



Hey, I'm Ash.

Before you let me anywhere near your ads ...

3 reasons we may not belong on the same team :

## 01 YOU THINK AI HAS NO PLACE IN THE CREATIVE ROOM

If your 2026 AI policy is simply "don't touch it," we probably won't get along.

I'm not into generic ChatGPT sludge either.

I use AI for better research, faster ideation and more creative worth testing.

## 02 YOU WANT SOMEONE TO SAY "YES" TO EVERY IDEA

If an angle is weak, vague or pointless, I'll say so politely ofcourse.

I care more about performance than agreement.

If you want an order-taker, I'm probably not your guy.

## 03 YOU ONLY FEEL SAFE HIRING "5+ YEARS OF EXPERIENCE"

I don't have five years in Creative Strategy. I've been in the game for about a year. What I do have is knowledge across the whole funnel - from Ads and copy to email, deliverability and web.

Different skills. Same goal: make the whole thing work better.

THIS NOT YOU? LOOKS LIKE WE MIGHT MAKE A GOOD TEAM  
BUT FIRST, THE CHALLENGE →



## ★ THE CHALLENGE ★

Your Champion Ad **VS.** My 3 Challengers.**YOUR CHAMPION**

Your best-performing ad the reigning control, undefeated so far.

**VS****MY 3 CHALLENGERS**

Three fresh hook variants, built to dethrone it in a straight 7-day fight.

I'LL BEAT YOUR BEST AD IN 7 DAYS . IF I DON'T, YOU PAY ME NOTHING AND KEEP THE WORK

You've probably read enough applications telling you how "creative," "data-driven," and "passionate about marketing" someone is.

I'd rather prove it.

I'll take your best-performing ad, build 3 fresh hooks, and run them against your control.

**HOW I WILL WIN****01 SCOUTING**

I dig through your winning ads, customer reviews, comments, and competitors to find what's working and what your market keeps talking about that your creative barely touches.

**02 TRAINING THE CHALLENGERS**

I turn that research into 3 genuinely different hooks or angles built around real customer tensions, not the same ad with three slightly different headlines.

**03 THE BATTLE**

I build the challengers in a format that fits your account and put them head-to-head against your champion. I take what's already working and improve what makes or breaks an ad: the hook.  
Result - a creative asset built to outperform your control.



## ★ HOW THE CHALLENGE WORKS ★

### TODAY

Reply "I'M IN"  
I send a quick onboarding form.



### DAY 1-2

I build 3 challengers: research your winner, find the gaps, build 3 fresh hooks.



### DAY 3-9

7-day test:  
Duplicate your winning campaign, run my 3 variants vs. your original at \$100/day.

## THE INVESTMENT?

HOW MUCH DOES THIS COST YOU?

0\$

Your Next Move?

Reply "I'M IN"

▶ 48-HOUR DELIVERY

▶ 7-DAY TEST

▶ ZERO RISK

I'm treating this as my own diabolical experiment to prove my process. If my challengers lose, you keep the work and pay me nothing. If one wins, we talk about what working together could look like.

### WORST CASE

You get new ads almost as good as your control, you keep my 3 challengers and keep making money from them, and I go figure out why I lost.

### BEST CASE

One of my challengers takes the crown. You get a new winning creative worth scaling, and we've just had a far more useful interview than another Zoom call.

### NOTE : I'm only doing a handful of these at a time.

Each challenge means going deep into your ads, customers, and market, so I'd rather do a few properly than spread myself thin - and honestly, I'm only challenging brands I'd actually want on my team.



STILL WANT THE TRADITIONAL CV TO QUENCH YOUR CV THIRST?

# ASH SAKYA

Creative Strategist · Direct-Response Copywriter · Email Creative Strategist

[ash@ashsakya.com](mailto:ash@ashsakya.com) [ashsakya.com](https://ashsakya.com) [linkedin.com/in/ash-sakya](https://linkedin.com/in/ash-sakya)

LV.24

EXP



~1.5 Yr in Creative Strategist

## PROFILE

Creative Strategist with experience across Meta ads, email creative, direct-response copy, and creative marketing. Currently working with an ecommerce email agency while building performance creative across ads, scripts, advertorials, and testing.

## EXPERIENCE

CREATIVE STRATEGIST | Ecommerce Email Agency · Partime | 2026

- Works across messaging, offers, segmentation, and testing.
- Develops campaign ideas, angles, and creative briefs for ecommerce email.
- Turns customer and product insights into campaign concepts.

DIGITAL MARKETER &amp; CREATIVE STRATEGIST | Freelance · Local Brands | 2025 - 2026

- Managed Meta ads, creative strategy, copy, and web across real estate, construction, healthcare, beauty, and service businesses. Generated
- \$160K+ in property sales revenue for JPL Construction through digital marketing.
- Developed static/video creative, hooks, campaigns, and landing pages.

## TRAINING

### COPY MILLIONS BLUEPRINT -

Creative Strategy | CopyWriting | Email Marketing  
Customer research · angles · hooks · static ads · UGC  
scripts · advertorials · creative briefs · testing.

## EDUCATION

B.Sc. Computer Science,  
2022-2026  
IIMS College · Taylor's University

## SKILLS & TOOLS

Creative Strategy

Meta Ads

Direct-Response Copy

Email Creative

Customer Research

Advertorials

UGC Scripts

WordPress

HTML/CSS

Meta CAPI

Google Analytics

Canva

ChatGPT / Claude