

AHMED SABRY · CREATIVE STRATEGIST

I Build Creative Systems That Turn Ideas Into Predictable Growth.

Creative Strategy · Consumer Psychology · Paid Social · Creative Operations

Creative isn't my output. Growth is.



PHILOSOPHY

I Don't Believe Winning Ads Build Great Businesses.

One winning ad is luck. A repeatable system is a competitive advantage and that's the work I enjoy most.

ONE WINNING AD

= Luck

VS

A REPEATABLE SYSTEM

= Competitive Advantage

PHILOSOPHY

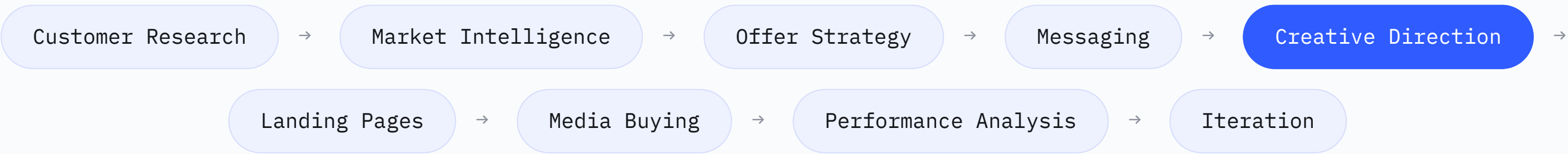
How I Got Here

Six-plus years turning consumer psychology into scalable creative systems.

- 01 **Former Pharmacist**
- 02 **Studied Human Behavior**
- 03 **Learned Direct Response Marketing**
- 04 **Became Obsessed With Consumer Psychology**
- 05 **Moved Into Creative Strategy**
- 06 **Started Building Creative Systems, Not Just Campaigns**

My Job Isn't Making Ads.

That's the smallest part of what I do. A creative strategist sits where every growth function connects.



Every creative decision should solve a business problem not fill a content calendar.

PHILOSOPHY

Creative Is An Investment. Not An Expense.

Every asset should move a business metric.

If it doesn't, it's content. Not strategy.

Lower CAC

Increase CTR

Improve Hook Rate

Increase Watch Time

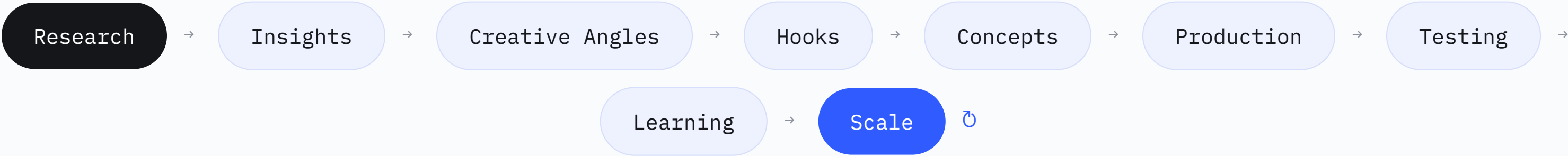
Raise Conversion Rate

Improve MER

Create Better Customer Understanding

The Growth Loop

Better brands don't have better designers. They have better feedback systems.



METHOD

My Framework Before Any Creative Exists

UNDERSTAND FIRST

The Customer	The Core Problem
Desired Outcome	Current Alternatives
Market Awareness	Purchase Objections
Competitive Positioning	Behavioral Triggers



THEN CREATE

- Creative Angles
- Hooks
- Scripts
- Creator Briefs
- Ads

Execution comes after clarity. Never before.

METHOD

Research Is My Competitive Advantage

Every sentence customers write becomes creative fuel.



The market tells us exactly what to say. Most brands simply don't listen.

METHOD

Every Creative Follows A System

Everything documented. Everything measurable.
Nothing depends on memory or luck.

Research

Creative Brief

Messaging Strategy

Angles

Hooks

Scripts



Creator Direction

Production

Launch

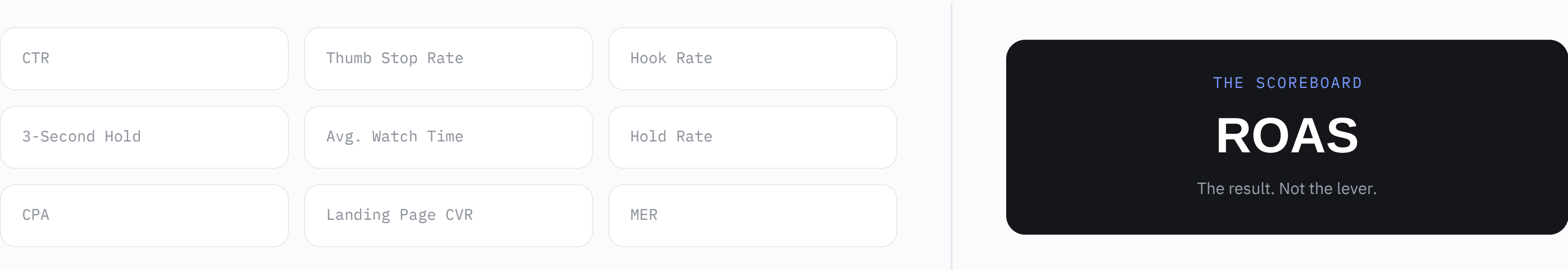
Performance Review

Optimization

METHOD

I Measure Inputs Before Outcomes

ROAS is a scoreboard. Not a steering wheel.



Before I Approve Any Ad, I Ask Six Questions.

01 Who is this for?

03 What problem are we solving?

05 Why believe us?

02 Why care today?

04 Why isn't it solved already?

06 Why act now?

If those questions aren't answered, the script isn't ready.

I Learn From Companies That Build Categories

Apple

Makes complexity feel effortless.

Nike

Turns products into identity.

Liquid Death

Wins attention before persuasion.

Gymshark

Builds community before selling.

AG1

Educates before converting.

HexClad

Demonstrates instead of claims.

METHOD

Winning Creative Is Rarely About Creativity.

It's usually about understanding people better.

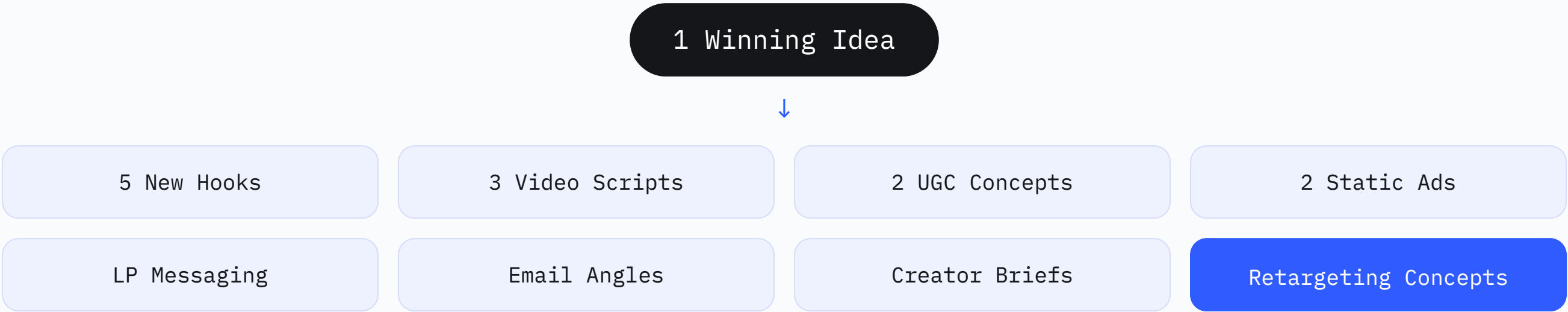
Research × Psychology × Emotion × Curiosity × Demonstration × Timing

When those pieces align, performance follows.

BUILD

The Creative Machine I Want To Build

One idea, automatically becoming an ecosystem.



That's how testing velocity compounds.

BUILD

AI Doesn't Replace Strategic Thinking.

It removes execution bottlenecks.

Claude

ChatGPT

Perplexity

Canva

Higgsfield

ElevenLabs

Notion AI

The winners won't use more tools. They'll ask better questions.

BUILD

Systems I Can Build Inside A Business

The goal isn't harder work. It's easier-to-repeat
great work.

Creative SOPs

Research Database

Competitor Intel Hub

Creative Library

Testing Framework

Creator Brief System

Performance Dashboard

Knowledge Base

Content Calendar

Creative Scorecards

BUILD

My First 90 Days

Days 1–30

Understand the customer

Audit the business

Study historical winners

Identify growth constraints

Days 31–60

Build infrastructure

Creative systems

Research workflows

Testing frameworks

Days 61–90

Increase testing velocity

Scale winning concepts

Improve production quality

Build a repeatable engine

Not a better quarter. A stronger company.

BUILD

What You're Actually Hiring

~~Not another freelancer.~~

~~Not another copywriter.~~

~~Not another scriptwriter.~~

SOMEONE WHO THINKS ABOUT

Customers. Positioning.

Systems. Creative. Growth.

And how every department should work together.

BUILD

What Success Looks Like

Lower CPA

Higher CTR

Stronger Hooks

Better Conversion Rates

More Testing

Faster Learning

Clear Documentation

Repeatable Wins

Less guessing. More confidence. More growth.

BONUS

Case Study DTC Skincare Brand

NICHE DTC Skincare	AD SPEND \$86K / mo	ROI / ROAS 4.2x	CREATIVES USED 23 Ads
BUSINESS PROBLEM CAC crept up 40% YoY; existing creative had plateaued.	CUSTOMER INSIGHT Reviews kept citing one "before/after" moment not the formula.	STRATEGIC DECISION Reframe every ad around the transformation moment, not ingredients.	CREATIVE CONCEPT UGC testimonial series built around the "14-day reveal."
TESTING PLAN 6 hooks × 3 formats tested against control over 10 days.	RESULTS CPA down 34%. CTR up 1.8x. Two new evergreen winners.	WHAT CHANGED Reallocated 60% of budget to the winning angle within 2 weeks.	WHAT WE LEARNED The transformation moment outperformed every ingredient-led ad.

The lesson matters more than the numbers.

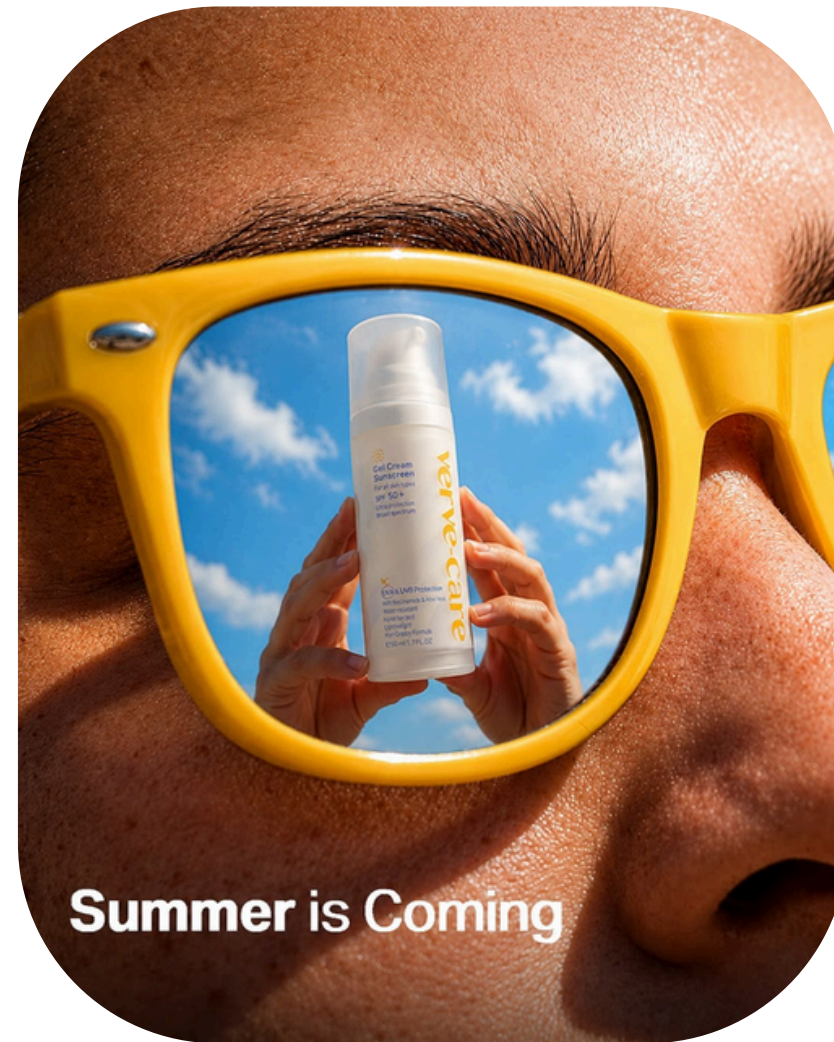
BONUS

Case Study DTC Skincare Brand



BONUS

Case Study DTC Skincare Brand



BONUS

Case Study Performance Supplement Brand

NICHE Performance Supplements	AD SPEND \$54K / mo	ROI / ROAS 3.1x	CREATIVES USED 18 Ads
BUSINESS PROBLEM Rising CPMs on Meta made prospecting unprofitable.	CUSTOMER INSIGHT Buyers cared more about taste and mixability than macros.	STRATEGIC DECISION Lead with taste and texture; push macros to a secondary claim.	CREATIVE CONCEPT Blind taste-test UGC versus the leading competitor.
TESTING PLAN 8 hooks × 2 formats vs. control over a 14-day window.	RESULTS ROAS up from 1.9x to 3.1x. CAC down 28%.	WHAT CHANGED The taste-test format became the always-on prospecting angle.	WHAT WE LEARNED Sensory proof beat nutritional claims every time.

The lesson matters more than the numbers.

BONUS

Case Study Performance Supplement Brand



BONUS

Case Study Performance Supplement Brand



You could take
45 random
supplements...



...or just one that
actually works.

Why Take Supplements?
Small daily choices for big everyday benefits

Supports immune health

Fills nutritional gaps in your diet

Supports mental focus and clarity

Boosts energy and reduces fatigue

Supports digestion and gut health

Promotes healthy skin, hair & nails

GOOD DAILY SUPPORT

 **ENERGY**
CoQ10 + B vitamins

 **FOCUS**
Lion's Mane

 **IMMUNITY**
Zinc + Vitamin C

 **METABOLISM**
Magnesium + Chromium


NORISIA.COM
[Learn More](#)



Supports prostate health.

Reduces frequent urination.

Promotes bladder control.

overall wellness



BONUS

Case Study Pets (Cats & Dogs)

NICHE Pets	AD SPEND \$31K / mo	ROI / LTV:CAC 5.6x	CREATIVES USED 14 Ads
BUSINESS PROBLEM Demo sign-ups were strong but trial-to-paid conversion was flat.	CUSTOMER INSIGHT Prospects didn't trust generic "productivity" claims.	STRATEGIC DECISION Shift messaging from features to founder-level pain points.	CREATIVE CONCEPT Founder-narrated "day in the life" comparison ads.
TESTING PLAN 5 angles × 2 lengths tested across LinkedIn and Meta.	RESULTS Trial-to-paid up 22%. CAC payback cut by 6 weeks.	WHAT CHANGED Sales adopted the same pain-point language on calls.	WHAT WE LEARNED Category-specific pain beats generic productivity messaging.

The lesson matters more than the numbers.

BONUS

Case Study Pets (Cats & Dogs)



BONUS

Case Study Pets (Cats & Dogs)

End Joint Pain
This Spring

25% off today

Dog is Human
MULTIFLEX

Week 1
Joint-soothing ingredients immediately work to ease standing and stretching

Weeks 5-7
Mobility noticeably improves with longer walks & more play

Weeks 2-4
Stiffness fades & walks get longer. UC-II® begin rebuilding cartilage.

Week 8 +
Your dog is feeling comfortable & relieved. Joint support continues with daily use.

the **daily** supplement that does it all

gut health

skin health

joint & mobility

digestion

seasonal allergies

immune health

heart health

inflammatory response

urinary health

energy utilization

cognition



BONUS

Case Study Home & Kitchen Cookware Brand

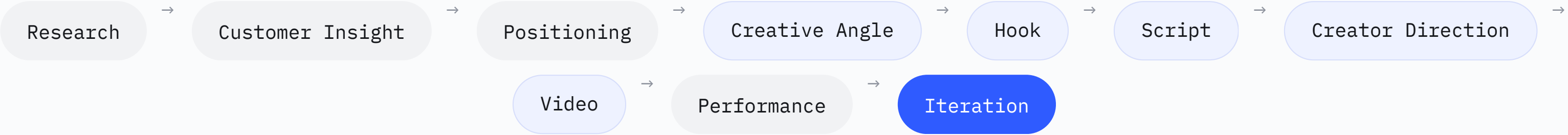
NICHE Home & Kitchen	AD SPEND \$112K / mo	ROI / ROAS 4.8x	CREATIVES USED 31 Ads
BUSINESS PROBLEM Strong repeat rate, but new customer growth had stalled.	CUSTOMER INSIGHT Buyers doubted the non-stick coating would last long-term.	STRATEGIC DECISION Prove durability instead of promoting recipes.	CREATIVE CONCEPT "Still non-stick after this" 6-month stress-test series.
TESTING PLAN 10 demo hooks tested against lifestyle control creative.	RESULTS New customer CAC down 31%. ROAS up from 2.6x to 4.8x.	WHAT CHANGED Durability-proof became the top-of-funnel hook for every SKU.	WHAT WE LEARNED Skepticism-busting demos beat aspirational lifestyle shots.

The lesson matters more than the numbers.

BONUS

Strategy Breakdown

One campaign, start to finish.



BONUS

The Infrastructure

Not just assets. Infrastructure.

Notion Workspace

Research Database

Testing Board

Performance Dashboard

Creative Library

SOPs

Competitor Database

Weekly Review Dashboard

BONUS

Books That Shape My Thinking

Not a reading list. The foundations of my philosophy.

01 **Breakthrough Advertising** Eugene Schwartz
Market sophistication & awareness

03 **Influence** Robert Cialdini
Behavioral psychology

05 **Building a StoryBrand** Donald Miller
Messaging clarity

07 **The Mom Test** Rob Fitzpatrick
Customer discovery

02 **Scientific Advertising** Claude Hopkins
Testing over opinions

04 **Alchemy** Rory Sutherland
Perceived value

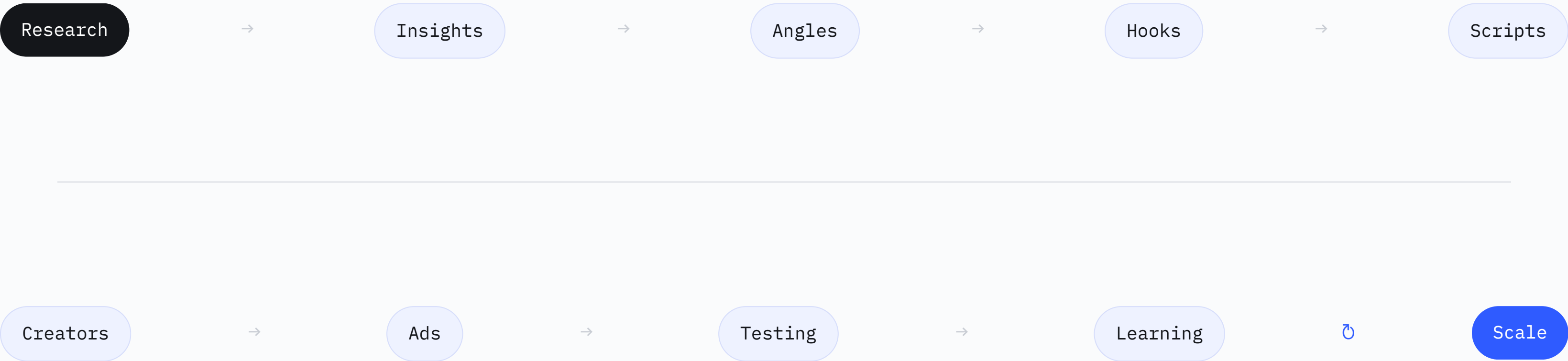
06 **Made to Stick** Chip & Dan Heath
Memorable communication

08 **22 Immutable Laws of Marketing** Ries & Trout
Positioning

SYSTEMS IN ACTION

The Creative Operating System

Everything connected.



KPI Dashboard

ILLUSTRATIVE SAMPLE DATA

ROAS

3.8x



MER

2.9x



CPA

\$18.40



CTR

2.4%



SECONDARY METRICS

Hook Rate

32%

Thumb Stop

68%

Watch Time

11.4s

Frequency

1.8

CVR

3.1%

Spend

\$42.1K

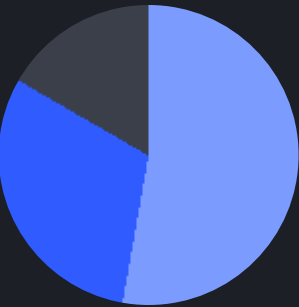
Revenue

\$159.8K

Hold Rate

54%

SPEND ALLOCATION



Prospecting Retargeting Broad

SYSTEMS IN ACTION

Research Dashboard

Competitor Database

Customer Reviews

Reddit

Amazon

TikTok

Support Tickets

Sales Calls

Voice Of Customer

Creative Angles

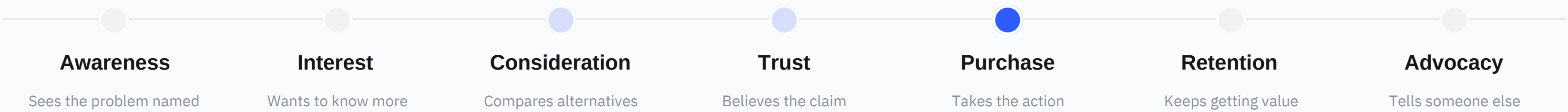
Hooks Library

Creative Testing Board

IDEAS	WRITING	FILMING	EDITING	TESTING	SCALING	WINNER
Concept card	Concept card	Concept card	Concept card	Concept card	Concept card	Scaled concept
Concept card				Concept card		

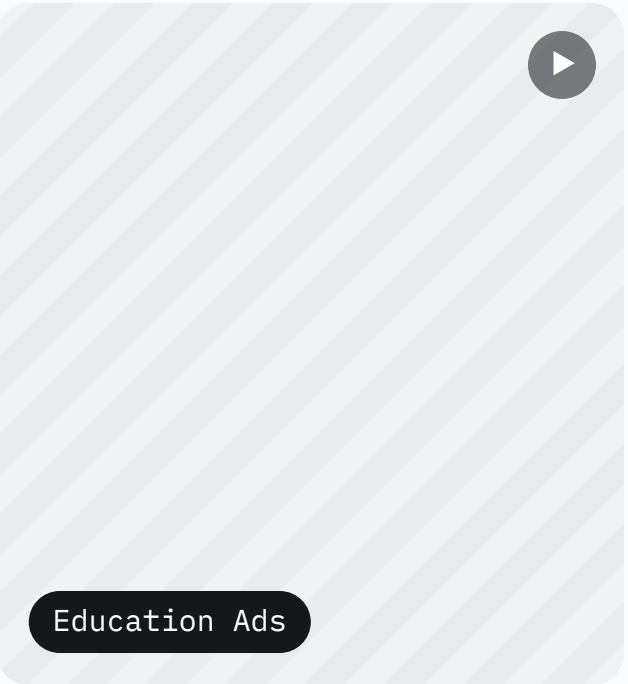
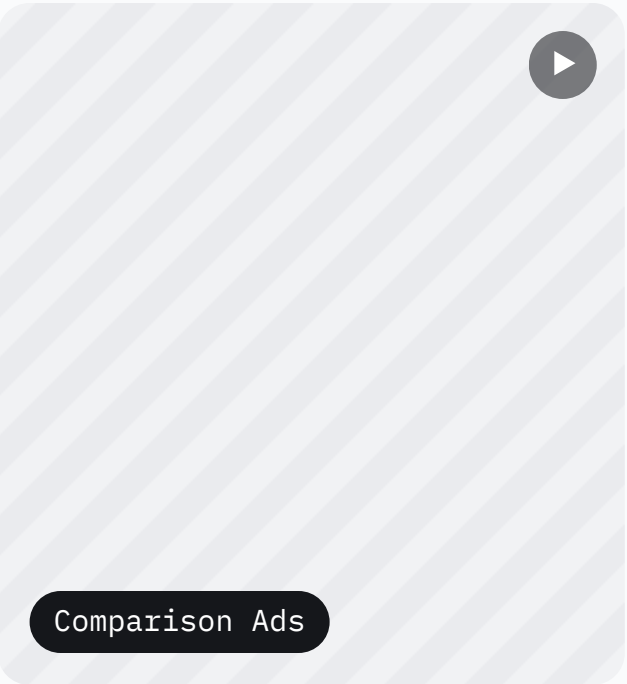
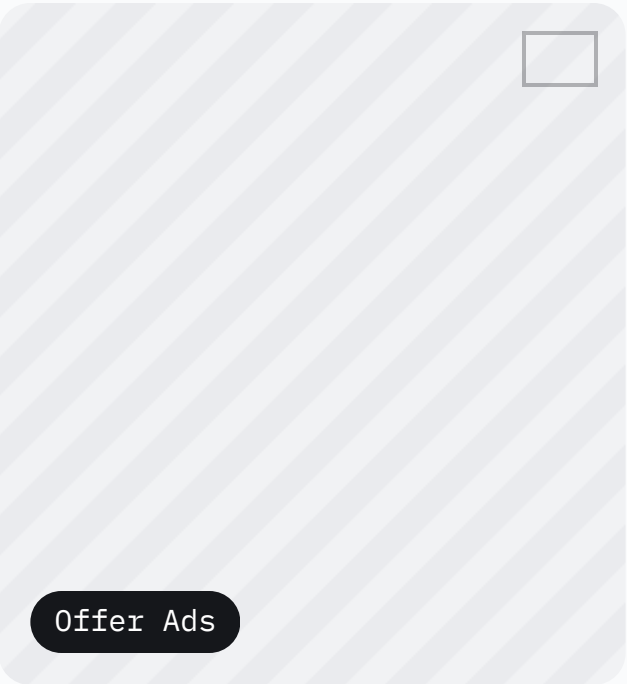
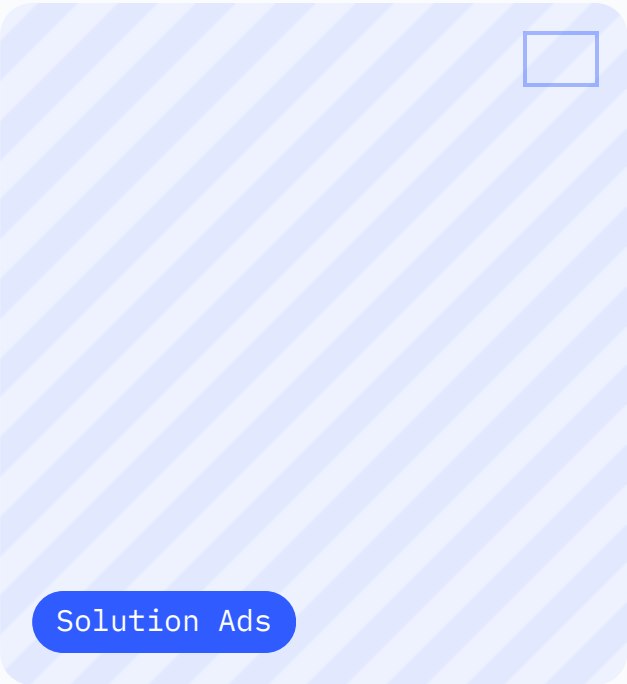
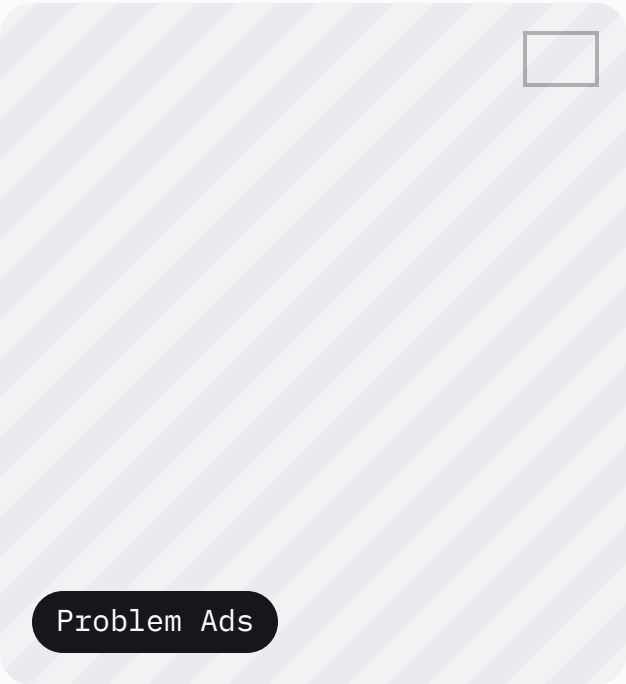
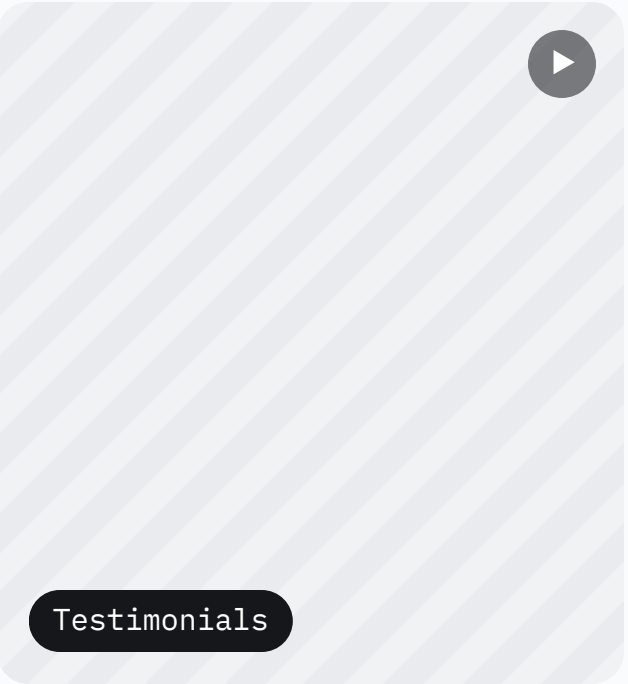
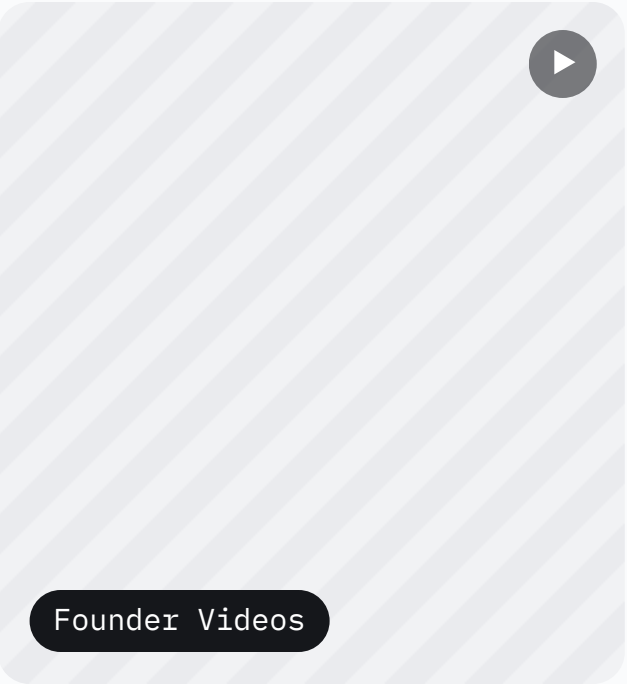
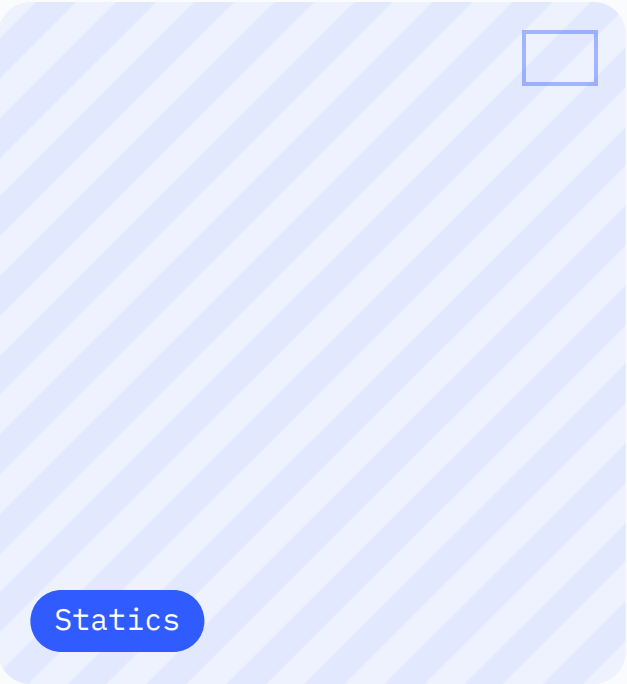
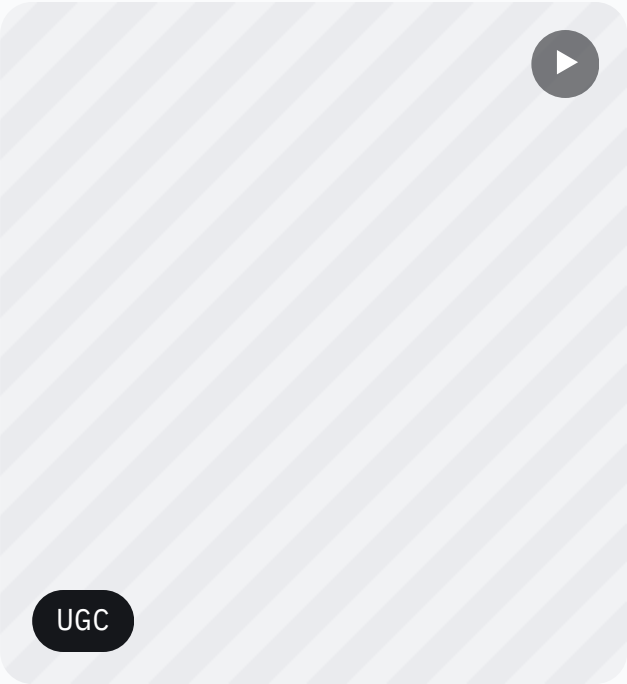
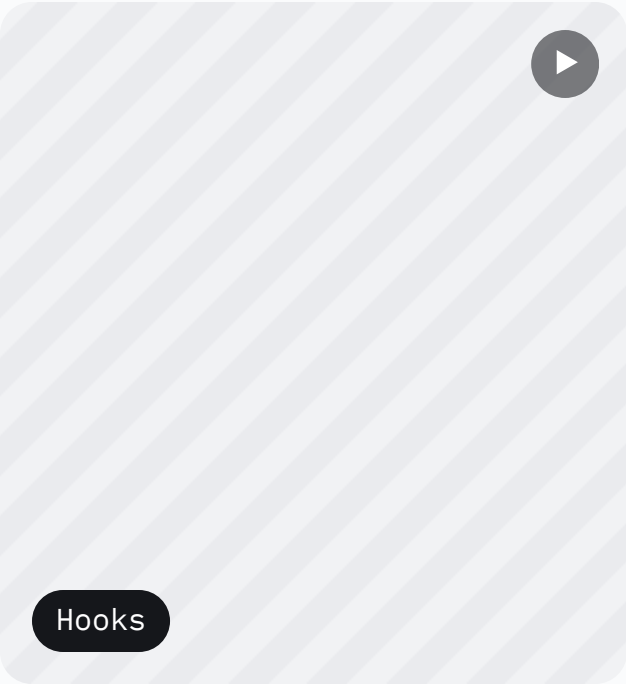
SYSTEMS IN ACTION

Customer Journey



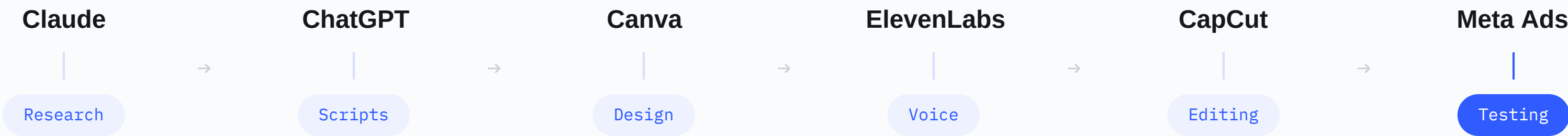
SYSTEMS IN ACTION

Creative Library



SYSTEMS IN ACTION

AI Workflow



The tools change. The pipeline and the judgment behind it doesn't.

Let's Build The Machine.

Businesses don't scale from one great ad. They scale when great ads become predictable. That's the system I build.

Ahmed Sabry Creative Strategist

"Build the system. The results follow."

