

# KAITLYN WINEY

## Performance Creative Leader

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Performance creative operator building scalable acquisition systems for DTC brands. Expert at analyzing paid media data to architect conversion-driven creative strategy and structured experimentation frameworks across Meta, Instagram, TikTok, YouTube, Google, Pinterest, Amazon, and AppLovin. Operates at the intersection of creative and growth — leveraging AI, workflow automation, and landing page strategy to drive full-funnel efficiency and testing velocity.

### EXPERIENCE

#### Director of Creative & Performance Nov 2025 – Present

Nysonian Inc. (Flo Pilates) · Remote · Contract

Architect paid social acquisition systems across Meta and Instagram. Analyze campaign-level CPA, ROAS, CTR, and hook rate data to drive structured A/B testing across hooks, angles, offers, formats, and narrative structures — building output velocity and conversion efficiency at scale.

Leverage AI for scripting, performance synthesis, and light coding to accelerate workflows. Design landing page strategy to ensure full-funnel messaging continuity, and scale native angles from organic performance data.

#### Director of Creative Strategy, Paid Social May – Sept 2025

Shield Labs · Manhattan, NY · Contract

Led paid social creative strategy across Meta and Instagram for the #1 men's acne system. Grounded all concepting in performance data — identifying high-performing hooks, retention drivers, and conversion patterns to build scalable testing roadmaps.

Oversaw UGC and in-house production, aligning creative output to acquisition KPIs and landing page experience. Leveraged organic trends and community insights to sharpen paid acquisition angles.

#### Associate Director of Creative Strategy Apr 2024 – Feb 2025

AS Beauty Group · Manhattan, NY

Unified paid social performance strategy across Laura Geller, Cover FX, and Bliss. Analyzed large-scale KPIs across high-spend accounts and translated creative-level data into structured direction.

Partnered with influencer and celebrity teams to integrate organic learnings into paid testing. Strengthened feedback loops between media buying and creative production to accelerate iteration cycles.

#### Senior Performance Creative Strategist Aug 2022 – Apr 2024

Homestead Studio · Remote

Led direct-response paid social campaigns across Meta, Instagram, TikTok, and YouTube. Interpreted performance data to drive creative pivots, hook optimization, and format evolution across structured A/B testing programs.

Produced high-performing creative end-to-end using Adobe Premiere, Photoshop, and CapCut.

#### Senior Creative Strategist Mar 2021 – Aug 2022

Ready Set · Atlanta, GA

Led acquisition-focused campaigns across paid social and TV. Pitched data-backed concepts informed by audience response and performance trends, producing work engineered for measurable growth outcomes.

### CORE STRENGTHS

#### Performance & Data Analysis

KPI Interpretation · CPA · ROAS · CTR · Conversion Efficiency · Attribution Awareness

#### Experimentation Systems

Structured A/B Testing · Iterative Scaling · Hook & Angle Testing · Creative Roadmapping

#### Platform & Channel Expertise

Meta · Instagram · TikTok · YouTube · Google · Pinterest · Amazon · AppLovin

#### Full-Funnel Strategy

Landing Page Concepting · Messaging Continuity · Ad-to-Conversion Alignment

#### AI & Technical Leverage

AI-Assisted Ideation · Script Optimization · Workflow Automation · Light Coding

#### Creative & Production

Direct-Response Scripting · UGC Strategy · Adobe Premiere · Photoshop · CapCut

### CREATIVE LEAD FOR

Begin Health	Hug Sleep
Bliss	Laura Geller
Brightland	Lomi
Catalina Crunch	Material Kitchen
Cover FX	Mercari
Curology	Oura
Flux Footwear	Proven
Function of Beauty	Rent the Runway
Girlfriend Collective	TRX
Grove Collaborative	The Patch Brand
Hedley & Bennett	Tovala
HexClad	Weight Watchers