

KAITLYN WINEY

DIRECT RESPONSE, PAID SOCIAL EXPERT

770-286-0011

Kaitlyn.Winey@gmail.com

Hoboken, NJ

kaitlynwiney

KaitlynWiney.com

EDUCATION

BACHELOR'S DEGREE

Journalism

Georgia State University
Atlanta, GA.

SKILLS

- KPI-focused data analysis
- Creative briefing and scripting
- Multi-client relations
- UGC, influencer and celebrity creative guidance
- Expert-level editing using Adobe Creative Suite
- Multi-team management and organization
- Professional level videography
- On-camera experience

NOTABLE BRANDS I'VE WORKED WITH

- Laura Geller
- Bliss
- Cover FX
- Weight Watchers
- Curology
- Oura Ring
- TRX
- HexClad
- Grove Collaborative
- Hedley & Bennett
- Lomi
- Brightland
- Catalina Crunch
- Hug Sleep
- Mercari
- Function of Beauty
- Tovola
- Proven Skincare
- Girlfriend Collective

DIRECTOR OF CREATIVE STRATEGY

Shield Labs Skincare | May 2025- Present

- Own paid social strategy for the #1 men's acne brand, using data to scale high-performing creative
- Extract insights from top ads to build winning concepts and rigorous test plans
- Lead end-to-end production for UGC and in-house campaigns
- Deliver sharp, data-backed briefs that align editors and talent on performance goals
- Monitor and outpace competitive trends to keep Shield ahead of the curve

DIRECTOR OF CREATIVE STRATEGY

Flux Footwear | February 2025- May 2025

- Lead all paid social creative across Meta, Google, Pinterest, YouTube, and Amazon, overseeing strategy and execution
- Manage and mentor a team of creative strategists and video editors to deliver high-performing, data-driven campaigns
- Develop ad content aligned with brand goals and platform best practices, collaborating closely with designers, UGC creators, and media buyers
- Translate performance insights into actionable creative direction to continuously optimize results and drive conversions

ASSOCIATE DIRECTOR OF CREATIVE STRATEGY

AS Beauty | April 2024- February 2025

- Collaborate with our celebrity and influencer teams to align on direct response, paid-social strategies and creative execution of ads.
- Analyzed ad performance data across social platforms for Laura Geller, Cover FX and Bliss.
- Lead creative initiatives including iterative ad conceiving and net-new, larger creative campaigns.
- Monitor the creation and distribution of creative briefs for influencer and celebrity talent.

SENIOR CREATIVE STRATEGIST / DEPARTMENT HEAD

Homestead Studio | Aug 2022 -April, 2024

- Lead a team of creative strategists specializing in direct response ads for paid-social.
- Foster close collaboration with clients, delivering social ads grounded in data analysis and trending formats.
- Harness an extensive production background to personally shoot and edit videos using Adobe Photoshop and Adobe Premiere.
- Write concept scripts and shot requests for UGC talent, as well as clients themselves.

SENIOR CREATIVE STRATEGIST

Ready Set | Mar 2021 - Aug 2022

- Lead the creation and supervision of direct response social media ads for TV, Meta, Instagram, TikTok, and YouTube.
- Conducted client calls, lead pitch meetings and scripted new ad concepts based on data.
- Utilize a diverse skill set to personally shoot many of Ready Set's most successful ads.