

KAITLYN WINEY

Director of Creative Strategy

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Creative strategy leader specializing in customer acquisition, performance creative, and experimentation systems for DTC and e-commerce brands. Experienced translating paid media and organic insights into scalable creative direction, testing frameworks, and acquisition-focused campaigns.

EXPERIENCE

Director of Creative Strategy

Gleefull Supplements · Remote · May 2026–Present

- Lead a pod-based team of strategists, editors, and copywriters; brief and direct influencer partners and outside agencies on creative strategy and execution
- Partner with growth and media buying to translate CPA, ROAS, and conversion data into creative roadmaps
- Build scalable testing systems for hooks, angles, offers, formats, and landing page alignment

Director of Creative & Performance

Nysonian Inc. (Flo Pilates) · Remote · Contract · Nov 2025–May 2026

- Architected paid social acquisition systems; analyzed CPA, ROAS, CTR, and hook rate to drive structured A/B testing
- Scaled organic content strategy into paid acquisition; designed full-funnel messaging aligning creative with landing page experiences and conversion goals

Director of Creative Strategy, Paid Social

Shield Labs · Manhattan, NY · Contract · May–Sep 2025

- Led creative strategy for the #1 men’s acne DTC brand; built testing roadmaps grounded in performance data
- Directed full UGC and in-house production pipeline; identified top acquisition angles and scaled iterative creative

Associate Director of Creative Strategy

AS Beauty Group · Manhattan, NY · Apr 2024–Feb 2025

- Directed paid social creative across Laura Geller, Bliss, and Cover FX across high-spend acquisition programs
- Directed influencer, celebrity, and outside agency partners on creative strategy and execution, aligning content to paid acquisition goals

Senior Performance Creative Strategist

Homestead Studio · Remote · Aug 2022–Apr 2024

- Led creative strategy for HexClad, Hedley & Bennett, Lomi, Brightland, Girlfriend Collective, and more
- Directed A/B testing across messaging, hooks, and formats; translated performance data into iterative roadmaps

Senior Creative Strategist

Ready Set · Atlanta, GA · Mar 2021–Aug 2022

- Led acquisition creative across paid social and TV for Curology, Grove Collaborative, Mercari, and Oura

Managing Content Producer

TEGNA · 2018–2021

- Foundational training in narrative structure, audience retention, and high-volume production across ABC and NBC affiliates

AI & CREATIVE OPERATIONS

Integrated across research, strategy, creative development, production, and operations to increase testing velocity and accelerate decisions.

Research & Synthesis

Claude · ChatGPT · Gemini · Perplexity for competitive analysis, audience research, and trend identification

Concept Development

AI-assisted hook writing, angle ideation, persona development, and brief generation at scale

Ad Production

Arcads (AI avatar UGC) · Midjourney · Runway for video and static formats

Workflow & Ops

Brief builders, pipeline automation, creative documentation systems

CORE STRENGTHS

Performance Analysis

CPA · ROAS · CTR · Hook Rate · Conversion Efficiency · Attribution Modeling · Northbeam · Triple Whale · Motion · Meta Ads Manager

Experimentation Systems

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

Platform Expertise

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

Full-Funnel Strategy

Landing Page Concepting · Messaging Continuity · Ad-to-Conversion Alignment · Organic Strategy · Organic-to-Paid Integration

Creative & Production

UGC Direction · DR Scripting · Adobe Premiere · Photoshop · CapCut · ElevenLabs · Higgsfield

Team Leadership

Creative Operations · Cross-Functional Alignment · Influencer Direction · Agency Management · Process Design

SELECTED BRANDS

Laura Geller · Bliss · Cover FX · Oura · Curology · HexClad · Flo Pilates · Gleefull · Mercari · Weight Watchers · Lomi · TRX · Grove Collaborative · Hedley & Bennett · Brightland · Girlfriend Collective · Catalina Crunch · Proven · Hug Sleep · Function of Beauty · Flux Footwear