

Carolina Vieira

Senior Creative Strategist · Performance Creative for DTC & Ecommerce

Miami, FL

(941) 735-2592

carovieiramara@gmail.com

mindseltzer.com (portfolio)

PROFILE

Senior creative strategist for DTC and ecommerce brands, from early traction through eight-figure revenue. Backs every concept with customer research, writes the direct response copy, shoots and directs the video, and uses win-rate data to plan the next round of testing. Most recently helped two brands take the #1 spot in their TikTok Shop categories. Deep experience in beauty, wellness, CPG, and celebrity fragrance.

AREAS OF EXPERTISE

High-Volume Creative Testing • Direct Response Copywriting • Persona-Based Market Research • UGC, Influencer & Affiliate Creative • Video Production & Direction • AI-Native Ad Production • Creative Data Analysis (Hook Rate, CTR, CVR, CAC, ROAS) • Full-Funnel Optimization • Team Leadership

Platforms & Tools: Meta Ads Manager • TikTok Shop & GMV Max • Amazon • YouTube • Snapchat • Motion • Kalodata • Foreplay • Adobe Creative Suite • ChatGPT • Claude • Gemini • ElevenLabs

PROFESSIONAL EXPERIENCE

Senior Creative Strategist **Modern Agency (formerly Neon Flux)** Feb 2025 – Jul 2026

Creative lead for the agency's highest-value accounts, including brands with eight figures in annual revenue. Mentored a junior strategist and coordinated strategy with designers, editors, media buyers, and creators.

- **High-Volume Creative Testing:** Shipped 30–50 net-new static ads and 3–5 polished video ads per brand every week, using AI to accelerate production. Filmed and directed original footage to sustain the video pipeline.
- **Competitor Research & Persona Development:** Developed personas and mined competitor creative through Motion, Kalodata, Foreplay, and Facebook Ads Library. Measured each persona-test against hook rate, CTR, CVR, and ROAS to identify winners.
- **Direct Response Copywriting (VSL Ads):** Wrote scripts for high-converting video ads with a heavy focus on hooks, customer personas, narrative clarity, and compelling CTAs and offers. Turned scripts into ElevenLabs AI voiceovers and sourced or shot key footage to create complete, coherent VSL ads.
- **Full-Funnel Testing:** Leveraged creative learnings to organize new landing page tests, offer tests, and (when necessary) full product repositionings.

SUCCESS STORIES

- **Eat Prima:** Developed the ads that cut CAC 30% and carried 80%+ of the brand's \$15K daily budget. Diversified creative, messaging, and personas to align with best practices for Meta's Andromeda ranking algorithm.
- **IGK Hair:** Owned biweekly salon shoots and ongoing video and ad concept creation, keeping a constant flow of fresh, highly engaging video ads while maintaining brand integrity. That pipeline supported scaling from \$30K to \$55K+ in average daily ad spend, helping the brand take the #1 Haircare spot on TikTok Shop.
- **Ariana Grande Fragrances:** Used GMV Max and TikTok affiliate data to identify winning visuals, hooks, and messaging angles, then filmed and produced UGC videos and mashups, allowing the brand to take the #1 spot in Women's Fragrances within 90 days of launch.
- **Nopalera:** Deployed high-velocity creative across a large catalog of personal care products for a predominantly Latina customer base. Recreated top-performing English-language UGC ads as Spanish ads and vice versa, allowing winning angles to reach larger audiences and ultimately scale GMV Max from \$1K to \$5K per day in ad spend.

EARLIER EXPERIENCE

Lead Creative Strategist / Editing Director, ALLIANCE (2023–2024) — directed performance creative and end-to-end production while managing editors and owning UGC and creator operations for a roster of 30+ creators, from sourcing through final delivery.

Creative Strategist / Director / Videographer, VisCap Media (2022–2023) — led client strategy and full-service ad production — research, scripting, casting, directing, filming, and post — delivering 45 video ads per week.

EDUCATION

B.S. in Journalism & Mass Communication **Iowa State University**

Summa Cum Laude · GPA 3.91

A.A. in Marketing & Public Relations **Santa Fe College**

Languages: Fluent in Portuguese and Italian · Proficient in Spanish