elves korir

i turn ad spend into revenue by building the research-driven creative systems that make paid social actually work.

contact

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Role: Meta Media Buyer & AI Creative Strategist

Performance marketer with 6 years in paid social, the last 3 focused on creative strategy. I don't scale on gut feel: every decision carries a thesis, backed by platform data and real voice-of-customer research.

I've managed up to ~$220K/month across DTC health & wellness, telehealth, footwear, and lead gen and I've built an AI pipeline that turns customer research into awareness-mapped Meta statics and videos. Creative without data is decoration.

skills

work history

jul 2024 - current

Creative Strategist & Senior Media Buyer

Leadgentic | Remote

- Built data-driven creative strategies from voice-of-customer research including review analysis, Reddit mining, support-chat scraping, and surveys. Clustered insights into 4 to 6 angles (problem-solution, comparison, social proof, demo, offer) and tested 3 to 5 hooks per cycle against preset CPP/ROAS and CTR/thumb-stop guardrails.
- Turned around a telehealth and wellness account (IV therapy and hormone optimization) from 0.69 to 2.20 ROAS over roughly $37K in 5 months, above the client's 1.3x breakeven. Rebuilt creative entirely from customer language. One location's IV campaign reached 435 purchases at $59.81 CPA and 2.27 ROAS, with CTR still climbing.
- Lifted a DTC footwear account from roughly 1.4x to 3.6x ROAS by diagnosing video as the wrong lever and restructuring the funnel: top-of-funnel statics for prospecting, video repositioned as retargeting support, offer statics to close.
- Ran 2 to 3 creative concept tests weekly per account, improving CTR from roughly 1% to between 2.5% and 3% through audience-specific messaging and fast iteration cycles.
- Used Motion to analyze first-frame engagement and hold rates, driving double-digit improvements in hold rate and corresponding CPA reductions across active accounts.
- Built AI-assisted creative production workflows using Higgsfield, Arcadsai, and Claude for scalable static and UGC output.

- Voice-of-Customer Research (Reddit mining, review analysis)
- Creative Concept Testing & Iteration
- Awareness-Stage Mapping and Hook Frameworks
- Motion, Triple Whale, GA4 (creative analytics)
- AI-Assisted Creative Production (Higgsfield, Arcads, Claude)
- UGC Briefing and Creator Management
- Meta Ads
- MER/CM3 Optimization and Budget Management
- SOP Authoring and Team Leadership

core platforms & tools

- **Paid Social and Search:** Meta Ads Manager, Google Ads, TikTok Ads Manager
- **Creative and Research:** Foreplay, Creative OS, Motion, Microsoft Clarity

mar 2022 - jun 2024

Creative Strategist & Media Buyer

Creative Nomad

- Managed a mature DTC account scaling $1.6M on Meta and $280K on Google over 12 months, holding blended ROAS in a 2.2x to 3.4x range inside CM3/MER margin guardrails.
- Shipped 3 product launches that became top performers by week 3. Built a campaign audit system using prompt-driven SCALE / KEEP / KILL / REDUCE diagnostics off CM3 and CTR thresholds.
- Led a team of media buyers and authored a TikTok Ads Master SOP system covering orientation, training, and client onboarding, adopted across client accounts.
- Co-led CRO and retention work alongside paid: aligned ad messaging to landing-page content using Microsoft Clarity heatmaps, lifting desktop conversion rate by 132% and profit-per-visitor by 156%.
- Reduced creative fatigue through segmented DPAs (new this week, best sellers, back-in-stock) and a weekly offer cadence (bundle ladder and order bump) to lift AOV.

oct 2020 - dec 2021

Meta Media Buyer

Ginboo

- Cut cost-per-lead roughly 51% (from $78.74 to $38.34) and grew qualified leads roughly 117% (from 12 to 26 in two weeks) for a medical local-services client via a call-first restructure and custom-conversion attribution fix.
- Ran auto-services lead gen across ceramic coating, PPF, roofing, and general auto repair verticals.

certifications

Building Ads 2.0 - Barry Hott, Online

Performance Creative Strategist - Performance Creative Master (Dara Denney Course), Online

- **Analytics and Attribution:** Triple Whale, Northbeam, GA4, Looker Studio
- **AI and Production:** Higgsfield, Arcads, Claude, Codex
- **E-commerce and CRO:** Shopify, Klaviyo, Intelligems
- **Ops and Workflow:** Notion, Asana, Slack, Monday

Meta Certified Media Buyer - Meta Blueprint, Online

Google Ads Search Professional Certification - Google Ads, Online

Media Buyer - Hemon X, Online