MALAKAI LOVING

Senior Creative Strategist · In-House DTC · Longevity, Supplements & Beauty

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PROFESSIONAL SUMMARY

In-house creative strategist who owns the testing roadmap, not just the brief queue. Ten years across performance media and creative, including $350M+ in managed paid social, and currently in-house at Tmrw, a DTC longevity brand, running creative across eight global markets with broad authority over what gets made, tested, scaled and cut. I build for how Meta delivers ads now: 100+ genuinely different creatives a month, varied by angle, persona, format and hook, so Andromeda has real diversity to match to buyers. I reverse-engineer winners in Motion and Atria, brief from what the data shows, and move easily between formats: UGC, expert and physician, founder, static, AI video, animated, long-form and storyboarded concepts. A psychology degree in consumer behavior sits under all of it, and I use AI well, inside a working system I built, so more of my time goes to the creative and the calls.

CAREER HIGHLIGHTS

- **Tmrw, from launch:** built the creative library from **1 concept to 24 live across four markets in one month**, during a full pre-order period; purchases grew **35 to 219, up 526%**, as spend scaled 8.5x
- **Creative diversity for Andromeda: 100+ unique creatives a month** (131 briefed and built in one month across two brands), each a distinct angle, persona, format or hook rather than a minor variation, so the account has real variety to deliver against
- **Reverse-engineering in Motion and Atria:** tear down our own winners and competitors' long-running ads by hook, angle, offer, format and pacing, then turn the mechanics into briefs. Found the mechanic that beat the pre-order drag: an availability-led angle at **2.77 ROAS and NZ$58 CPA** against an account average of NZ$224
- **Win rates by testing mode:** about **35% in precision mode** (around 50 concepts a month) and about **20% at volume**, where the work is net-new and big-swing concepts. Tmrw runs mostly top-of-funnel to cold audiences, which pulls hit rates lower by design
- **Range and adaptability:** UGC and creator scripts, expert and physician whitelisting, founder content, offer-led statics, AI-generated video ads, animated and meme formats, sung story ads, podcast cut-downs, long-form to three minutes and frame-by-frame storyboards for editors and designers
- **Sister supplement brand:** lifted **ROAS 1.97 to 2.07 while spend fell 23%** with CPA down 8.4%, and cut the top concept's share of spend from 80% to 45% with no efficiency loss
- **Revenue from creative I own: NZ$108K in a single month** across two brands on NZ$83K spend, including the portfolio's efficiency leader at **9.05 ROAS and NZ$16.35 CPA**
- **Household-name brands:** McAfee ($3M+ creative spend at a **70% CPA reduction**, lead concept held 320+ days), Abbott Elementary, Game of Thrones Mobile, Amazon Music Live featuring Shaboozey, DC Comics, Skin Plus Beauty (margins **15% to 28%**) and Euphree e-bikes (8x spend-to-revenue)
- **Category range:** longevity and supplements, skincare and medical aesthetics, meal kits, pet, baby, e-bikes, apparel, entertainment and gaming, consumer security software

WORK EXPERIENCE

Tmrw | Senior Creative Strategist (In-House, Full-Time)

Remote · April 2026 – Present · DTC longevity drink across 8 markets, plus a sister supplement brand through September 2026 · drinktmrw.com

- **Own creative strategy end to end** with broad authority from leadership: research, angles, briefs and scripts, creator and whitelisting direction, and the post-launch read that sets the next round
- **Built Tmrw's creative library from one concept to 24 live** across four markets in a month, during a full pre-order period; purchases grew from 35 to 219 as spend scaled 8.5x. Paired weak angles with the right offer: the same creative went from 0.29 to 0.84 ROAS without it to **2.07 to 2.59** with it
- **Brief 100+ unique creatives a month for Andromeda-era delivery:** a deliberate mix of angles, personas, awareness stages, formats and hooks, with net-new and iteration tracked separately so variety is planned, not accidental
- **Run creative as eight separate markets, not one.** Regional splits drive the brief: identical creative returned 0.44 ROAS in the US and 0.80 in NZ, so angle and offer are set per market
- **Research that ships as briefs:** a research doc per brand built from reviews, forums and competitor reviews in all five markets: what customers say versus our jargon, desires ranked by pull, the objections to beat, and each market's own language (US "running on coffee", UK "permanently knackered", AUS "per serve"), so every brief starts in the customer's words
- **Reverse-engineer winning creative in Motion and Atria:** teardowns of our winners and of competitors' long-running ads in Atria's ad library, decoded into hook, angle, offer and format mechanics, plus account audits on ad-level performance, fatigue by hook and hold rate, and regional splits
- **AI ads and storyboards:** produce AI-generated video and image ads alongside filmed work, and storyboard concepts frame by frame so designers and editors build exactly what was briefed, with a compliance check on every claim before anything ships

- **Work with the expert and physician science board on the creative side:** whitelisting script packs and one-script-per-page shoot briefs that tell each expert what to say and how to say it, built so a doctor can film a full set in one session without a rewrite
- **Script for content creators**, direct and approve their output, edit video and cut iterations off winners. Long-form to three minutes, YouTube outlines to ten minutes, expert science-board scripts, UGC, sung story ads and explainer
- **Sister supplement brand:** lifted ROAS from **1.97 to 2.07 while spend fell 23%**, CPA down from NZ$63.53 to NZ$58.18, and broke a single-creative dependency from 80% to 45% of spend. Sized a market-level SKU change affecting 56% of spend with a costed rework path across 20 creatives
- **Built the reporting structure** the team runs weekly reviews against, plus the naming convention that makes concept-level tracking possible without manual tagging, and set the launch-gating standard: early reads at 72 hours, a winner called only once it clears the spend threshold against the CPA goal, and iterations on winners from around week five

Unfold / Modern Formula | Senior Creative Strategist (Agency)

Agency · Remote · September 2023 – October 2025 · McAfee, Abbott Elementary, Game of Thrones Mobile, Skin Plus Beauty, Euphree and more

- **Led the AI initiative for creative and reporting.** Built AI-assisted concepting, competitive analysis and performance-analytics workflows, so performance reads and creative recommendations reached brand teams in days rather than weeks
- **Built AI-assisted production workflows** (n8n, Claude and Gemini APIs, custom scrapers) cutting concept-to-asset timelines from **14 days to 48 hours**
- **Ran several large accounts at once** (McAfee, Amazon Music, Warner Bros. Games) while directing editors, designers, strategists and freelance UGC creators across 10+ concurrent campaigns; trained creative strategists and media buyers on briefing, teardowns and copy testing; ran weekly creative reviews on hook effectiveness, pacing and CTA placement
- **Wrote the Direct Response Creative Playbook** adopted company-wide: hook frameworks, winning formulas, testing methodology. Built multi-stage QA protocols reaching 75% first-pass approval; SOPs cut revision cycles 75% and eliminated 80% of urgent requests
- **McAfee:** $3M+ in creative spend at a **70% CPA reduction**; the lead concept held a 47% CPA reduction across 320+ days of runtime and earned five renewals including CTV expansion
- **Skin Plus Beauty (premium skincare):** persona-driven targeting moved profit margins from **15% to 28%**. Sisu Clinic (medical aesthetics): creative across five accounts, two international. Euphree (DTC e-bikes): 19% YoY growth, 8x spend-to-revenue
- **Entertainment:** Abbott Elementary, Game of Thrones Mobile (50 concepts in a 2-month sprint across Tier 2/3 international markets), Amazon Music Live featuring Shaboozey, DC Comics, Walking Dead VR and Skydance Behemoth

First Media | Senior Paid Media Buyer, then Creative Strategist (In-House, Affiliate Marketing)

In-house, affiliate marketing · Remote · January 2023 – June 2025 · Affiliate-model performance company with creative strategy and production owned in-house, not a client-services agency

- **Hired as a senior paid media buyer** running $20M+ in monthly spend across 20+ DTC brands, **$300M+ in total ad spend** over the role, then moved into creative strategy on Pets Table
- **Factor 75:** $10M+ monthly across Meta, TikTok and Snapchat at 28% margins, 40% above goal. **HelloFresh:** $3M monthly at 30% margins. **The Farmer's Dog:** $400K monthly with a 20% CPA reduction
- **Sustained 25–30% margins** against a 15–18% portfolio benchmark; reduced CPMs 32% while improving CTR 175%. Trained media buyers to write copy tests and give creative feedback an editor can act on
- **Pets Table, as creative strategist:** owned creative end to end inside the in-house creative and production team, VSL scripting through UGC and B-roll direction, with no approval layer between the performance read and the next asset. Scaled the brand from **$0 to $400K monthly in 10 months** and produced 75+ evergreen UGC assets

Common Thread Collective | Senior Digital Buyer & Creative Strategist (Agency)

Agency · Remote · January 2022 – September 2023 · DTC ecommerce portfolio

- **Established the creative strategy practice from scratch:** brief templates, ad copy testing and a feedback standard buyers and editors could work from
- **Sourced and managed production partners** against my briefs, ran the brand approval cycle end to end, and presented creative performance findings and next-quarter testing roadmaps to brand leadership each quarter
- **Waterdrop:** $2M monthly hitting all KPIs. **Rambo eBikes:** the required 10x ROAS. **Guava Family:** BFCM sprint from $1.5K to $44K daily in 22 days. Also Lifeforce, 47 Brand, Nerve Renew

AI IN MY WORKFLOW

I use AI as a working tool, not a replacement for judgment. It does the pulling, sorting and first drafts so more of my time goes to strategy, the creative itself and the decisions.

- **Atlas, the system I built for my own creative work:** a set of repeatable AI workflows for research, competitor teardowns, briefs, scripts, edit specs, compliance checks and performance reads. I stay in the loop on every output; it drafts and surfaces, I decide
- **Performance reads:** pulls ad-level performance from Meta, Motion and Atria, flags fatigue by hook and hold rate rather than frequency, and surfaces brief ideas tied to a real signal from trend data, customer voice or competitor movement

- **Production:** reusable edit specs that capture the mechanics of a performance cut (push in and out, split screen, B-roll insert, text-behind-subject, SFX placement), so editing notes stay consistent from one asset to the next
- **Tools I use daily:** Claude Code and Cowork · MCP and API connections into Atria, Motion, Meta and Slack · Higgsfield, OpenArt, ComfyUI and OpenAI for generative assets · n8n for light automation · ClickUp, Asana and Monday for briefs, production boards and approvals
- **Used responsibly:** scoped data access and a human review step before anything ships, so AI fits inside company systems without becoming a security or compliance problem

SKILLS

Consumer psychology: persona and awareness-stage mapping · objection structure and handling · behavioral triggers and offer psychology · voice-of-customer research and sentiment analysis · social proof and authority construction · cultural and regional buying-behavior differences

Creative strategy: angle and hook development · competitor teardown and reverse-engineering of winning creative · offer and promo mechanics · funnel-stage architecture (TOF/MOF/BOF) · testing roadmaps and read thresholds · market-level differentiation

Content and production: creator scripting, direction, feedback and approval · expert and physician partner briefs · video editing and iteration · VSL 5–10 min · long-form to 3 min · YouTube outlines to 10 min · short form 15–60s · UGC · explainer · whitelisting

Performance literacy: CAC and CPA · ROAS and new-customer ROAS · contribution margin · subscription rate and LTV · hook and hold rate · thumb-stop · attribution windows (1DC vs 7DV) · regional and cohort analysis

Platforms and tools: Meta · TikTok · Snapchat · YouTube · Pinterest · CTV/AppLovin | Motion · Atria · Triple Whale · Northbeam · Foreplay · GA4 | ClickUp · Asana · Monday · Figma · Adobe CC · CapCut · DaVinci Resolve | Claude Code · Cowork · MCP · Supabase · n8n · Higgsfield · OpenArt · ComfyUI

EDUCATION & CERTIFICATIONS

BA, Psychology, Consumer Behavior specialization, Menlo College, Atherton, CA | Meta Blueprint (Advanced) · TikTok Business Learning Center · Snapchat Creative Optimization · Google Analytics 4