Jack Warren

Senior Creative Strategist | Head of Creative, DTC eCommerce

London, UK · jackaugustwarren@gmail.com · LinkedIn

Profile

Head of Creative leading creative strategy for a portfolio of about 50 DTC brands on Meta. Five years across agency, in-house and freelance work, from banking and automotive campaigns in Johannesburg to email, paid social and creative direction for ecommerce brands in the UK, US and Australia.

I own the full loop: research, angles, briefs, editor management, landing pages, email and reading the results. I manage 8 video editors and ship 7+ briefs a day, most of them 5 videos each, every one built to test a deliberate angle.

Selected results

- **Scale:** creative for Meta accounts spending up to $889K a month, with $26M+ in combined lifetime spend: a skincare brand ($889K in Jan 2025), a K-beauty brand (about $550K a month), a Korean skincare brand ($407K in Sep 2026, about $20K a day now), a sunglasses brand ($340K peak month) and a supplement brand ($163K peak month). Ad account screenshots in my portfolio.
- **Apex Titanium:** 357 ads I made, $151K spend, 1,731 purchases, 1.72x ROAS against a 1.64x account average (Sep 2025 to Oct 2026). Best static: $20.1K spend at 2.48x ROAS.
- **Apex Titanium:** a landing page I built reached 5.93x ROAS against a 1.23x account average. An audit of 1,900 live ads cut $8–11K a month of wasted spend.
- **Thinkers / Baby Brights:** creative audit of a $31K-a-month account found the angle behind nearly a third of all purchases.
- **Team:** rebuilt the brief format for 8 editors across 12 brands, with per-brand trackers and concept libraries.

All figures in USD, from the brands' own Meta ad accounts.

Experience

Head of Creative · Launch Vector (eCommerce acquisition and growth company, remote) · Mar 2026 – Present

- Lead creative strategy for ~50 DTC brands on Meta, with 8 brands briefed every day on a rotation across ~30.
- Manage 8 video editors in the Philippines; rebuilt the brief format for non-native English speakers to cut revision rounds.
- Pick angles with a Persona / Angle / Offer / Format system, and put each video in a 5-video brief on a different proven framework.
- Research competitor winners in Foreplay and Spyglass and turn reference ads into briefs for several brands at once.
- Run creative and account audits (Apex Titanium, Thinkers, ElaraCraft, Ethale, Evercleaner, DynoMuscle) that set kill, scale and iterate calls.
- Built AI production pipelines in Higgsfield, Kling, ElevenLabs and CapCut: cartoon song ads, AI UGC avatars, animated fight ads and a 10-minute VSL.
- Built per-brand editor trackers and concept libraries for 12 brands, plus Klaviyo flows such as abandoned cart.

Creative Lead · Apex Titanium (premium titanium cookware, now part of Launch Vector) · Sep 2025 – Present

- Joined on email, then took over all creative: Klaviyo flows and campaigns, landing pages, video briefs, statics and creative direction.
- Made 357 ads for the account: $151K spend, 1,731 purchases, 1.72x ROAS against a 1.64x account average.
- Built advertorial and listicle landers; the best reached 5.93x ROAS against a 1.23x average.
- Audited 1,900 live ads across 7 campaigns and cut $8–11K a month of waste. Stayed on through the brand's acquisition.

Freelance Meta Creative Strategist · Koseon Skincare · Sep 2026 – Present

- Write Meta ad scripts and hook tests for the Deep Collagen Eye Mask, built from the brand's own winning ads.

Creative Strategist (freelance) · Onward (cabin bags) · 2026

- Created the Gate-Proof Guarantee campaign and brand guidelines for a budget-airline cabin bag brand.

Copywriter & Retention Strategist · Everboost (UK retention agency for health and wellness DTC brands) · Sep 2025 – Feb 2026

- Email and SMS campaigns, flows and copy in Klaviyo for 7–8 figure health and wellness brands, including Apex Titanium.

Copywriter & Strategic Consultant · Hustler Marketing (global ecommerce email agency) · 2024 – 2025

- Email, landing page and funnel copy for 10+ DTC stores at a time, including Dandy Boutique, Golden Tree, The Pod Company and Tao Clean.
- Built lifecycle flows and promotional campaigns, and refined messaging against performance data.

Performance & Lifecycle Marketing Consultant · DTC brands (freelance, concurrent) · 2022 – 2025

- Audited paid media accounts and creative, designed retention frameworks, and built listicle and advertorial landers for cookware, lifestyle and consumer goods brands.

Creative Strategist · Live Communications (LIVECOM), Johannesburg · 2023 – 2024

- Campaign messaging, concepts and creative direction for FNB and Mitsubishi Motors South Africa.
- Led the rollout of the first FNB eTitle campaign: key visuals, activations and emailers. Wrote FNB storytelling blogs and money emailers.
- Pitch concepts outside banking, including Switch x Springboks (official energy drink sponsor), Golden Tee menus and Miele 3D social.

Freelance Strategist & Creative Consultant · Independent · Nov 2022 – 2023

- SEO web content, performance ad copy, site builds and UX across tech, fashion and non-profit clients.
- Copy and concepts with Megaphone Marketing, a creative collective, on work for brands including Smirnoff and African Bank.

Digital Marketing Officer · Xperien (IT asset disposal) · 2021 – 2022

- Led digital content, SEO and lead-generation campaigns.

Creative Lead · You Made This (art-led e-waste non-profit launch) · 2021 – 2022

- Led messaging, design direction and digital presence for the launch, and helped secure brand partnerships.

Campaign Manager · Action Cricket South Africa (contract) · Nov 2021 – Apr 2022

- Ran exposure and image for the South African indoor cricket team at the Dubai and Australia championships: event organisation, copy, design and photography.

Brands I've worked on

DTC (Meta creative, email or both): Apex Titanium, Seora Skincare, Thinkers / Baby Brights, Sorelle, NavaBands, Minimama, DynoMuscle, Bondel, Eveloria, Ethale, Berbax / Berdexa, ElaraCraft, BoomBooty, Glass Theory, Evercleaner, Limlex, MUSKD, Mila Rosabella, Angel Lane, Microlabs, WildPlus, Belissas, Nueboo, Koseon, Onward, Dandy Boutique, Golden Tree, The Pod Company, Tao Clean.

Agency and corporate: FNB, Mitsubishi Motors, Smirnoff, African Bank, Xperien.

Skills

Creative strategy · Angle and concept development · Hook writing · Ad briefing (video, UGC, static) · Creative testing and iteration · Meta performance analysis (hook rate, hold rate, CPA, ROAS) · Account audits · Editor and team management · AI video and avatar production · Email and lifecycle (Klaviyo) · Landing page, advertorial and listicle copy · Brand storytelling

Tools

Meta Ads Manager · Foreplay · Spyglass · TrendTrack · Higgsfield · Kling · ElevenLabs · CapCut · ChatGPT and Claude · Klaviyo · Omnisend · Shopify · Google Ads and Performance Max · Google Analytics · Figma · Canva · Notion · Slack

Education

BA, English, Visual Culture and Psychology (with distinction) · University of Pretoria · 2019 – 2021

IEB Matric, 5 distinctions · St. David's Marist Inanda · 2014 – 2018