

Gustav Grant

Paid Media & Creative Strategy

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Performance marketer and media buyer with 10+ years across DTC ecommerce, agencies, and regulated financial services. Managed eight figures in lifetime ad spend, including multichannel portfolios up to \$400K per month and DTC accounts spending \$200K+ per day. Combines paid media execution with persona driven creative strategy, AI assisted copy and production systems, and client leadership across fast moving teams.

CORE EXPERTISE

Paid Media: Meta Ads (advanced), Google Ads, TikTok Ads, LinkedIn Ads, campaign architecture, budgeting, scaling, CPA and ROAS optimization

Creative Strategy: Personas, hooks, angles, offers, VSL messaging, creative briefs, testing roadmaps, creative as targeting

AI and Operations: AI assisted copywriting and creative development, structured prompts, SOPs, production workflows, rapid iteration

Measurement and Leadership: GA4, GTM, Northbeam, Meta Events Manager, CAPI, attribution, CRO, weekly client strategy calls, cross functional leadership

EXPERIENCE

Industry FinTech | Marketing Manager

JAN 2025 - JUN 2026

Fast moving private equity fund administration and marketing services company

- Scaled combined spend to **\$400K** per month across Meta, TikTok, and LinkedIn for **15-20** private equity fund clients, generating **35,000+** accredited investor leads at **\$40-\$80** CPL and contributing to an estimated **\$20M+** in capital raised.
- Led weekly client performance reviews and strategy calls, translating feedback, funnel data, and sales insights into priorities across media, creative, brand, social, CRM, and landing page teams.
- Optimized VSLs and landing pages to improve conversion rates and increase qualified booked meetings, implementing Meta Pixel, Conversions API, and CRM event tracking so campaigns could optimize beyond lead volume alone.
- Directed Meta creative strategy using creative as targeting, developing investor personas, hooks, angles, scripts, and iteration roadmaps from performance data and sales objections.
- Built AI assisted copywriting and creative systems with structured prompts, reusable frameworks, SOPs, and compliance guardrails to accelerate production and iteration across accounts.
- Helped lead the marketing department, hired and trained a **team of four**, and built campaign, creative, and CRM processes for fast moving startup execution.

EXPERIENCE

Prodigi Media | Senior Media Buyer

MAY 2024 - JAN 2025

Performance marketing agency

- Served as the direct client contact for **six accounts**, leading weekly performance reviews and strategy calls and turning feedback into clear priorities for execution.
- Lifted average ROAS **25%** within 60 days across all **six accounts**, with gains up to **75%** on top performers, while managing **\$60K** in combined monthly spend.
- Built persona driven hooks, angles, and creative testing plans from account data, then coordinated weekly launches and rapid iteration across media, design, copy, and account teams.

Integra Beauty | Senior Media Buyer

JAN 2023 - MAY 2024

Fast moving DTC ecommerce startup

- Led weekly performance and strategy reviews with stakeholders, the Marketing Director, and CMO, coordinating updates across media, creative, and content teams.
- Managed the portfolio's largest accounts as one of four buyers, personally overseeing up to **\$75K** per day within a DTC portfolio spending **\$200K+** per day across **15-20** accounts.
- Identified a campaign structure that outperformed the house setup and helped roll it out across the portfolio, contributing to **\$15M+** in added revenue in **Q4 2023**.
- Broke a saturation ceiling through persona driven hooks and benefit angles, using creative as targeting to reach buyer segments the existing approach had missed.
- Analyzed reported ROAS and attribution, isolating retargeting credit and email/SMS lift while coordinating rapid iteration with design, content, and leadership.

Self Employed | Freelance Marketing Consultant

2020 - PRESENT

Local services and ecommerce consulting

- Lead weekly client calls and turn performance data and feedback into personas, offers, hooks, angles, and creative briefs, coordinating implementation across paid media, branding, content, and web.
- Own client relationships across dental, real estate, construction, and wellness, managing Meta and Google campaigns alongside creative direction and websites designed to convert.
- Previously built and operated a Shopify DTC store, managing all Meta advertising and performance decisions internally.

EDUCATION & CERTIFICATIONS

BBA, Marketing

2021

Woodbury University

Meta Certified Media Buying Professional

2025

Meta

Marketing Analytics

University of Virginia