

Job Description

Creative Strategist

Pay: Base + performance Incentives

Location: Work remotely from anywhere in the world

Commitment: Full-time only

About Us

We're a fast-scaling DTC supplement brand — in under 2 months, we've gone from zero to \$30k/day in revenue. Now, we're gearing up to hit \$100k/day and build a real brand with world-class creative at its core.

To get there, we're looking for a Creative Strategist who can take full ownership of our creative pipeline — increasing output, improving win rate, and helping us build the team, systems, and structure needed to scale sustainably. This is an opportunity for someone who wants to go all-in, not juggle multiple gigs. If you're ready to lead with strategy, get your hands dirty, and be rewarded for big wins — this is it.

Key Responsibilities

- Ideate & execute creative iterations and net new ad concepts
- Write high-performing copy for your ad concepts
- Ideate & implement performance landing pages (advertorials, listicles, etc.)
- Analyze creative performance, do market research, and uncover winning angles
- Build and maintain creative systems (Notion, GSheets, swipe files, etc.)
- Help recruit and grow the creative team (editors, UGC, designers, etc.)
- Lead and manage the execution pipeline across all creative roles

Requirements

- 2+ years in a creative strategist role for DTC brand
- Experience working on brands spending \$10k+/day on Meta or similar platforms
- Deep experience in both creative strategy and copywriting
- Strong understanding of direct-response marketing
- Data-driven — knows how to interpret performance and make strategic adjustments
- Has managed or led a small creative team (freelancers or in-house)

- Comfortable operating in a fast-moving, high-output startup environment

Why Us

- **Performance Bonuses:** Get rewarded directly for performance — we win together.
- **Remote Flexibility:** Work from anywhere, on your own schedule, as long as you deliver.
- **Paid Learning & Growth:** We'll invest in your development with programs, mentors, and resources.
- **Direct Collaboration with the Founder:** Work closely with the founder / CEO
- **Build from the Ground Up:** Be a foundational hire and help build the systems, team, and culture from day one.
- **Massive Impact:** Your ideas will directly shape the performance and growth of a brand scaling to \$100k/day.
- **Creative Ownership:** You'll lead the entire creative process — from idea to execution — without red tape.

Ready to take full ownership of the creative engine behind a brand scaling to \$100k/day? Apply now using the form below:

<https://forms.gle/7XFaopRQ1JhFGds89>