SEBASTIAN D. JULIAN III

CREATIVE STRATEGIST

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PROFESSIONAL SUMMARY

Results-focused Creative Strategist with deep experience in direct response marketing, paid social creative, and DTC customer acquisition. Proven ability to lead the full creative process from ideation and messaging strategy to production direction, launch, and performance-led iteration. Strong background in health and wellness marketing, media buying collaboration, copy evaluation, and building testing frameworks that improve CPA, CTR, CVR, and overall ad performance. Skilled in using AI-driven creative workflows, personas, and systems to accelerate testing speed and sharpen message-market fit.

KEY COMPETENCIES

- Direct-response Creative Strategy
- Media Buying & Creative Testing
- AI-driven Workflows
- Performance-driven DTC Growth
- Positioning / Messaging Development
- Editor Coordination and Production
- Leadership and Collaboration
- Proactive and Self-motivated
- Problem-solving Mindset

PROFESSIONAL EXPERIENCE

Verniqo

March 2026 – Present

Freelance Creative Strategist

- Owned creative strategy for a 7-figure DTC health and wellness brand across three products.
- Built the creative workflow and production management system to improve execution speed and team coordination.
- Led editors and trained them on AI-driven video ad production workflows.
- Reviewed winning and losing ads to extract insights, iterate on top performers, and improve future creative testing.

Proganics

April 2025 – Present

Marketing Manager / Creative Strategist

- Owned creative strategy for Proganics and scaled paid social acquisition from zero to $113K/month.
- Directed and coordinated editors and graphic designers to deliver high-quality creative assets on time and according to brief.
- Launched Klaviyo campaigns and flows from scratch, growing email into a channel that now drives more than 30% of total revenue.
- Built landing pages and optimized product pages, improving add-to-cart conversion by 2.4x.
- Built brand communities and course infrastructure on Skool and Circle to support customer engagement and retention.
- Implemented GoHighLevel for the brand's weight loss coaching funnel and client management system.

Laroona Kidswear

August 2023 – Present

Marketer

- Helped double revenue for four straight months through strategic content and audience-building efforts.
- Grew the brand's social following from 0 to 3,755.
- Scaled content performance from 0 to 300,000+ views.
- Managed content creation and organic marketing for Laroona while working part-time.

Ink Media (formerly IronKlad Group Inc)

March 2023 – September 2024

Operations Manager

- Assisted Account Managers by resolving technical issues and providing effective solutions, enhancing client satisfaction and communication efficiency.
- Oversaw and implemented the client onboarding process by conducting media setup Zoom calls and managing tasks in ClickUp, reducing onboarding time to 5–10 days per client.
- Managed and cleared support tickets daily, ensuring timely resolution of client issues and seamless updates through Account Managers.
- Coordinated custom client requests by delegating tasks to Virtual Assistants and overseeing their work, delivering tailored solutions to meet client needs.
- Conducted daily reviews of client results using the master dashboard, proactively addressing performance issues and improving overall client outcomes.
- Updated and created Standard Operating Procedures (SOPs), enhancing operational efficiency and maintaining consistency across the team.
- Acted as Lead Integrator by developing processes that improved team cohesion and strengthened client relationships, utilizing AI and automation tools like Zapier, Make, and Pabbly to streamline operations.

Debutify

December 2021 – October 2022

Copywriting Team Lead

- Led and mentored a team of copywriters, fostering a collaborative and high-performing environment.
- Developed and implemented a comprehensive copywriting strategy aligned with marketing objectives and brand guidelines.
- Oversaw the creation of persuasive and brand-consistent copy for various marketing materials, including website content, landing pages, product descriptions, email campaigns, social media posts, ads, and blog articles.
- Collaborated with marketing, design, and product teams to ensure seamless integration of copy and visuals, enhancing overall campaign effectiveness.
- Optimized copy performance using data-driven decisions and A/B testing.
- Maintained a consistent brand voice across all channels by developing and upholding a style guide and copywriting guidelines.

Debutify

May 2021 – December 2021

Copywriter

- Created clear, concise, and engaging copy for a wide range of marketing materials, tailoring content to specific target audiences to enhance resonance and impact.
- Collaborated with designers, SEO specialists, and campaign managers to ensure cohesive messaging and visual alignment across all platforms.
- Implemented feedback from the Copywriting Team Lead and stakeholders to continuously improve copy quality and effectiveness.
- Conducted research to gather insights and inform copywriting strategies, staying up-to-date with industry trends and best practices.

Freelance Email and Ads Copywriter

June 2019 – May 2021

- Crafted persuasive ads and email campaigns for clients across diverse niches, including alternative health, business coaching, and ecommerce.
- Collaborated with clients to understand their unique value propositions and target audiences, creating tailored copy that increased engagement and conversion rates.
- Utilized compelling storytelling and persuasive techniques to effectively communicate brand messages, contributing to clients' business growth and customer acquisition.

OTHER WORK EXPERIENCE

Mining Engineer / Quarry Superintendent

May 2012 – June 2019

- Developed strong leadership and project management skills over 7 years by overseeing large-scale operations and supervising teams to ensure optimal efficiency and safety.
- Demonstrated meticulous attention to detail, strategic planning, and the ability to manage multiple projects simultaneously to meet production targets.
- Cultivated excellent communication skills, a proactive approach to problem-solving, and the capacity to work independently while fostering team collaboration.

Insurance Sales Professional

August 2018 – December 2020

- Developed essential skills in sales, marketing, and client communication while interacting with a diverse client base to understand their needs and provide tailored insurance solutions.
- Built lasting client relationships and enhanced abilities in negotiation, customer service, and strategic planning.

EDUCATION & CERTIFICATIONS

B.S. in Mining Engineering
University of the Philippines – Diliman

Copywriting Mentorship Program
Miguel Campaner

Master Closer Blueprint
Always Be Closing Academy

HUMOR ME Stand-Up Comedy Workshop
Alex Calleja

SKILLS & EXPERTISE

Copywriting: Sales Pages, Emails, VSL Scripts, Facebook Ads, Landing Pages, Social Media Content, Upsells, Chatbot

Software: GoHighLevel, ActiveCampaign, Google Suite, Google Analytics, Google My Business, Adobe Premiere Pro, DaVinci Resolve, CapCut, ClickUp, Zapier, Make, Pabbly, Close CRM, Stripe, Intercom, OpenAI ChatGPT