

CONTACT

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Amsterdam, NL · based in Shanghai, working CET hours

LANGUAGES

- Dutch ●●●●●
- English ●●●●●
- Mandarin (HSK 3) ●●○○○

EDUCATION

HBO Media, Information & Communication
HvA Amsterdam · 2017 - 2021

MBO4 Art & Entertainment
Albeda College · 2013 - 2017

CERTIFICATES

Meta Blueprint Certified
Google Analytics Individual Qualification

Jovanni Marcello

Creative Strategist

Creative strategist for paid social since 2016. I research the angle, write the concepts and briefs, A/B test them on Meta and TikTok and turn the results into the next round of ads. Now in Shanghai for a first look at new products before they show up in ads.

RECENT WINNER · LIFE360

−57% **Cost per registration**, by changing only the first line of a creator video. Same creator, same audience.

WORK EXPERIENCE

Creative Strategist
Life360 | family safety app, 100M+ users
Dec 2025 - present

- Come up with new ad concepts (static, motion and UGC), each in an A and a B version, and present them to the client.
- Brief the designers and UGC creators, and review every version until the ad is ready to launch.
- Read the results every month and turn what worked into the next brief.
- Built the test log the team uses to track every creative learning.

Creative Strategist
UK fragrance brand
Feb 2026 - Jul 2026

- Went through their Meta ads (691 ads), customer reviews and competitor ads to see which angles and formats worked.
- Came up with new concepts, wrote the scripts (UGC and high-production) and the briefs for the UGC creators.

Creative Strategist
US pet brand
Feb 2026 - Jul 2026

- Went through their Meta account ($1M+ a month, 5,000+ ads) and 200+ competitor ads to see which angles and audiences worked.
- Found that most of the budget went to people who didn't know the product yet, while the return on ad spend was nearly double on people who already knew it. Turned that into seven test ideas and a creative plan.

Creative Strategist & Media Buyer
Permanent make-up store

- Came up with the ads and bought the media myself on Meta and Google: concepts, tests, audiences, budgets and reporting.

SKILLS

- Concepting & hooks
- A/B test design
- Reading performance data
- UGC, static & video briefs
- Customer & competitor research
- Creator direction

Tools: Meta & TikTok Ads Manager, Foreplay, Claude Code, DaVinci Resolve, Adobe CC