

PERFORMANCE CREATIVE SPECIALIST

STATIC + VIDEO ADS
HOOKS + PRODUCT CONTENT

CONTACT

Ho Chi Minh City, Vietnam
Remote Worldwide

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CORE EXPERTISE

- Customer & competitor research
- Concepts, hooks & angles
- Offers & ad copy
- Static + video ad production
- Structured variation & QA
- Short-form 9:16 editing

AD PLATFORMS

- Meta Ads
- TikTok Ads
- Google Ads

TOOLS

- Adobe Premiere Pro
- Adobe Photoshop
- Adobe Lightroom
- Remotion & ElevenLabs

INDUSTRIES

- Fashion & menswear
- Fragrance & beauty

LANGUAGES

- Vietnamese — Native
- English — Professional

THAI ANH TU

PERFORMANCE CREATIVE SPECIALIST

STATIC & VIDEO ADS / HOOKS & PRODUCT CONTENT

3+ YEARS

COMMERCIAL CREATIVE

~\$340K

2025 META + GOOGLE

\$80K+

SCALED CAMPAIGN

PROFILE

Performance creative with 3+ years of commercial experience and a current focus on fashion and beauty brands. Translate customer and competitor research into concepts, hooks, angles, offers, ad copy, static ads and video assets. Bring hands-on Adobe production, structured variation and QA experience from inside an active DTC paid-acquisition operation across Meta, TikTok and Google Ads.

PROFESSIONAL EXPERIENCE

Independent Performance Creative Specialist

JUN 2026 – PRESENT

Remote Worldwide

- Deliver end-to-end commercial creative and video work from brief refinement and source-asset planning through editing, visual assembly and final delivery.
- Produced a 6–7 minute employee-training video for an Australian food company, supporting script refinement, directing remote screen capture and owning the edit and voice-over workflow.

Performance Creative Specialist

JUN 2024 – JUN 2026

Confidential DTC Portfolio · Hybrid

- Supported creative inside a two-person DTC advertising function with approximately \$340K in 2025 Meta + Google spend; one campaign I worked on scaled beyond \$80K and recorded 1,026 purchases.
- Produced sales-oriented creative led by fragrance, beauty and fashion, with additional category experience across fitness apparel and supplements.
- Supported campaigns across Meta, TikTok and Google Ads, with primary responsibility for research, creative development and campaign-ready asset delivery.
- Built structured workflows supporting up to approximately 100 commercial image variations per day depending on brief complexity and human QA.

Short-Form Video Editor

AUG 2024 – JAN 2025

Áo Dài Nhân · Contract

- Edited vertical 9:16 content from supplied footage and voice-over for TikTok, Facebook and Instagram Reels, and YouTube Shorts.

Multimedia Marketing Specialist

JUN 2023 – AUG 2024

Thế Giới Vest Nam · On-site

- Produced paid-social video, advertising posters, website visuals and collection content for suits, blazers and menswear.
- Worked across pre-production, camera operation, product and fashion shoots, Premiere Pro, Photoshop, Lightroom and final e-commerce delivery.

SELECTED CREATIVE STUDY

LULU Controlled Variation

PORTFOLIO CASE

Commercial creative production · Anonymized

Built 23 campaign sets and 230 final static assets across 18 products and two aspect ratios, controlling casting, setting, lighting, composition, typography, offer hierarchy, selection and QA.

CREATIVE WORKFLOW

01

RESEARCH

02

CONCEPT

03

PRODUCE

04

VARY

05

QA & DELIVER