

KELLEN SELA

Performance Creative Strategist & Growth Marketer
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Growth marketer and performance creative strategist with 9 years and \$2.5M+ in ad spend deployed across full-funnel paid media systems. My campaigns have sold out live events internationally, scaled startup & e-commerce brands, built acquisition systems for national service business networks, and delivered 12,000+ trial starts in regulated sexual wellness. I own CRO from end-to-end — research, creative, media buying, attribution, creator ops, landing pages, direct response, and agency/partner management — and I am trusted to report directly to founders and directors with budget and decision authority over the work that ships.

EXPERIENCE

Performance Creative Strategist | Mojo (mymojo.com)

Remote · Jul 2025 – Present

AI-assisted sexual wellness brand. Growth marketer + creative strategy operator, reporting directly to founder and leadership team.

- Oversaw production of 1,000+ Andromeda Unique creatives and \$1M+ in Meta ad spend across 4 distinct product lines and a quarterly/yearly subscription — driving 12,000+ trial starts from paid media at a best-month creative-layer CPA of \$63.
- Increased account average CTR from 1.55% to 3.4%+ (video) and 9%+ (static) through sharper insight-to-hook discipline, persona-aligned messaging, and systems to produce iterations of winning concepts.
- Designed and tracked the insight pipeline behind every creative concept — social listening, forum/Reddit, and trends synthesized with internal performance data and customer research interviews into cohort-specific messaging frameworks across men's and women's health product lines and clinical conditions including ED, PE, and low libido.
- Signed and maintained a roster of 20+ whitelisted creators and credentialed clinical experts (therapists, psychologists); wrote all pre/post-production briefs through iterative variant testing.
- Maintained <0.5% ad rejection rate with 0 account restrictions across LegitScript (telehealth prescription) and TrueMed (HSA) certified environments, Meta + Google health & wellness ad policy, and expert credential constraints.
- Owned creative direction across paid media agency, email agency, attribution platform, and 10+ freelance designers/editors; ran C-suite post-mortems tying creative decisions to attribution outcomes across a 7-day trial conversion window.

Paid Media Strategist | Independent Contractor

Remote · 2016 – Jul 2025

40+ client accounts across DTC, professional services, subscription, and events. Selected engagements:

- **Service-based businesses (remote, nationwide):** Built full-stack acquisition for photography studios, beauty franchises, and high-ticket service operators — paid media, lead forms, retargeting, email/SMS, landing pages, checkout, and post-sale attribution. Top-performing client: 9,000+ leads and \$430K+ revenue at \$2.96 CPL via Meta and Google.
- **Live events:** Drove sold-out tours for Billboard Top 100 artists with 50M+ impressions, 13% CTR, and \$0.50 CPM across geo-targeted paid social.
- **Fashion DTC brand:** Directed full-funnel paid media generating \$400K+ revenue through Meta + TikTok ads, email/SMS automations, and on-site CRO; improved AOV and LTV.
- Built audience segmentation systems, creative testing frameworks, and AI-assisted analytics workflows across \$1.5M+ in total managed spend.

Digital Marketing Strategist | Gear Patrol

New York, NY · Apr 2019 – Nov 2019

- Managed \$50K/month in paid media, growing subscriber base 20% MoM by syncing cross-channel behavioral segments with targeted ad and email sequences.
- Aligned paid strategy with editorial content and product launch cycles; rigorous A/B testing to improve LTV of segmented audiences.

OTHER VENTURES

- Bootstrapped **Shmuck's Sweet Stuff**, a hometown ice cream brand, to \$300K+ revenue via guerilla marketing, brand-building, and team SOPs.
- Founded a residential contracting business; scaled to \$130K+ annual revenue through paid search and social.

CORE SKILLS & TOOLS

Performance & Growth	Meta · Google · TikTok · Snapchat · \$2.5M+ ad spend · Full-funnel acquisition · Audience segmentation · Creative testing frameworks · Attribution strategy
Creative Strategy & Production	Insight-to-brief pipeline · Persona × JTBD · Four Forces research · Messaging pillar architecture · Voice DNA · 1,000+ Andromeda Unique creatives · Meta/Google ad copy · Landing page copy
Analytics & Reporting	Motion · NorthBeam · Looker Studio · Meta Ads Manager · GA · GrowthBook · Creative KPI ownership · 7-day trial conversion attribution · C-suite post-mortems
Creator & Influencer Ops	20+ creators & credentialed clinical experts managed · Discovery, briefs, contracts, whitelisting · Base + performance pay structures · 400+ Meta-verified applicants attracted
AI Tooling & Workflows	Custom Claude-based briefing systems · Notion creator ops infrastructure · Agent-assisted builder · Prompt engineering · LLM workflow design · Meta TRIBE v2 fMRI creative scoring · AI-assisted analytics
Tech Stack	Figma · Frame.io · CapCut · Klaviyo · Webflow · Notion · Slack · Shopify · Claude (Cowork + Code) · ChatGPT · Grok · Manus · Higgsfield · Weave · bespoke Claude Code apps
Regulated Category	LegitScript (telehealth prescription) and TrueMed (HSA) certified environments · Meta + Google health & wellness ad policy · Expert credential constraints

EDUCATION & CERTIFICATIONS

BBA, Digital Marketing Management · Minor: Internal Communications · Baruch College, CUNY · May 2024

Meta Blueprint · Google Ads · Google Analytics