CARLOS RAMOS

CREATIVE STRATEGIST & SENIOR COPYWRITER | PERFORMANCE CREATIVE, CAMPAIGNS & CONTENT

Milwaukee, Wisconsin | 323-762-4695 | crjr3000@yahoo.com | cjramos.com | linkedin.com/in/itscjramos

PROFILE

Creative strategist and copywriter with 15+ years and $100M+ in attributed revenue for American Express, Toyota, Humana, Tencent Games, eBay and High Point University. I find the angle in what customers already say, write the ads, scripts, pages and emails myself, and test until the numbers pick a winner. I've led creative and production teams of about 10, and I use AI every day to move faster without sounding like everyone else. Trained as a Disney script analyst. 2025 DotComm Gold Award winner for copywriting.

SELECTED RESULTS

- **American Express Serve:** Concept and script for a national TV spot and campaign that brought in 2.4M new subscribers in four months.
- **High Point University:** Short-form videos reached 100M+ views; a three-round Meta test cut cost per campus visit registration from $25 to $7.14.
- **ClickFunnels founders:** Leads converted at 10.4% vs a 7.72% average at 52% lower cost per click; founders recorded $1M+ in revenue through funnels I helped build.
- **Toyota:** Service campaign grew email-driven bookings 155%. **Tencent Games:** Creator-style video cut cost per install 35%.
- **Humana:** Plain-text deadline email lifted conversions 32%. **eBay:** Best-Sellers creative drove 100M+ views at a 5.79% CTR.

PROFESSIONAL EXPERIENCE

GROWTH ADVISOR & SENIOR COPYWRITER ClickFunnels — 2026 to Present

- Write copy for the entire ClickFunnels sales team.
- Lead creative and conversion strategy for 10+ founder accounts: customer research, Meta ad angles and hooks, offers, and full funnels including VSLs, webinars, quizzes, application funnels and sales pages.
- Direct ad creative and testing on budgets up to $5K a day, with ROAS above 2026 benchmarks; set kill and scale rules before launch.
- Founders recorded $1M+ in revenue through funnels I helped strategize and build; leads converted at 10.4% vs a 7.72% average, and emails earned 11.8% click-to-open vs a 6.81% average.
- Build page mockups in Lovable and write briefs so designers and developers can ship fast.

CREATIVE STRATEGIST & COPYWRITER Independent Practice — 2023 to Present

Long-term creative and strategy engagements with education, SaaS and AI clients.

High Point University Creative Strategist & Copywriter, 2024 to Present

- Lead enrollment creative across short-form video, paid social, lifecycle email, direct mail, interactive experiences and long-form editorial.
- Videos reached 100M+ views; a three-round Meta test cut cost per visit registration from $25 to $7.14; an enrollment quiz drew 15,000 visitors and 1,300 completions.
- Wrote a 300,000-piece Game Day mailer and email series that lifted unique click-through up to 70%; grew the role to direct on-camera talent, film and design teams.

Uluru / Elula Brand Strategist, 2025 to 2026

- Built the SaaS brand from the ground up: positioning, messaging for three buyer segments across US and UAE markets, and a 40+ document brand system; led a 5 to 6 person creative team.

Mercor AI Creative Writing Expert, 2023 to Present

- Evaluate and improve AI-written creative and marketing copy for persuasion, voice and quality.

ADVERTISING STRATEGIST Digital Remedy 2021 to 2025

- Led campaign concepts, paid social messaging and video for Tencent Games, Toyota and eBay, with teams of about 10 per campaign across strategy, creative and production.
- Tencent creator-style creative cut cost per install 35%; Toyota service campaign grew email-driven bookings 155%; eBay Best-Sellers work drove 100M+ views at a 5.79% CTR.

CREATIVE LEAD & COPYWRITER Poptent 2016 to 2021

- Concepted and wrote campaigns, acquisition copy and video scripts for American Express Serve, Tide, Humana and Kaplan University, and led production teams from concept to final ad.
- American Express Serve campaign brought in 2.4M subscribers in four months; Humana email lifted conversions 32%.

SCRIPT ANALYST & POST-PRODUCTION SUPERVISOR The Walt Disney Company 2012 to 2019

- Evaluated television scripts for story structure, character and audience engagement; won a Disney fellowship selected from 5,000 applicants.
- Supervised post-production for ABC Family's *The Secret Life of the American Teenager*, leading editors and vendors through reviews and broadcast deadlines.

SKILLS

Creative Strategy: Customer and review research, angles and hooks, creative briefs, multi-variant testing, kill and scale rules, campaign concepts.

Copywriting: Paid social, video and UGC scripts, TV, landing and sales pages, VSLs, quizzes, email and SMS, direct mail, long-form editorial.

Tools: Meta Ads Manager, HubSpot, ClickFunnels, GoHighLevel, Canva, Lovable, Claude, ChatGPT, Gemini.

TEACHING & LEADERSHIP

Taught a copywriting workshop at High Point University | Taught an email copywriting workshop at Milwaukee Area Technical College | Board of Advisors, Milwaukee Area Technical College | Former Communications Chair, American Marketing Association board

CREDENTIALS & EDUCATION

2025 Gold DotComm Award (Copywriting) | Digital Marketing Institute CDMP | AMA PCM | UW-Madison AI Prompt Engineering | A.A.S., Television Production, Milwaukee Area Technical College