

MORTEN MARTHINSEN

Performance Creative Manager | Full-Stack Creative Strategist | DTC Direct Response | AI Ad Systems

Florida, USA (Remote) | +1 954 261 6724 | morten@mortenmarthinsen.com | linkedin.com/in/mortenmarthinsen

SUMMARY

Full-stack creative strategist with 15+ years in video, from broadcast and agency to in-house DTC direct response. I do every step of an ad myself: find what the market wants, pick the angle, write the script, edit it in Premiere, launch it, and read the numbers to decide what's next. This year **my ads returned 2.0x ROAS on \$2M+ in spend**, with net ROAS up 34% at full price. I also helped build an AI ad pipeline that takes one idea to a finished ad. It also makes a Premiere file, so we can approve the ad straight from the video agent or have an editor finish it with real creative choices. The whole team works in it now, and my job is to make sure they use it well and to proof every output before it goes live.

PERFORMANCE AT A GLANCE

- **2.0x ROAS on \$2M+ in spend** on my creative, Jan 1 to Oct 5, 2026
- **1.8x ROAS on \$3M+ in spend** on my creative since I joined Performance Golf in April 2025
- **Net ROAS up 34%** compared to 2025, while the company dropped discounts and sold at full price
- **High-ticket coaching:** 3.5x ROAS and close to 4,000 booked calls
- **Top concept of 2026:** carried more spend than any other ad and held 1.5x ROAS
- **700+ ads live in 2026** across golf clubs, supplements, digital programs, and coaching, with a 1-day idea-to-ad turnaround

AI AD PIPELINE

I live in Claude Code, Grok, and OpenAI every week, and I thrive in it. AI doesn't replace what I do well. It lets me do it faster and at a much bigger scale.

- **One idea in:** I give the system one idea, and it opens a ClickUp ticket with the brief and the Big Idea behind it
- **Copy agent:** writes from DTC rules, buyer psychology, and Schwartz's Breakthrough Advertising, leading with the mass desire in the buyer's own words
- **Always-on research:** automations scrape Reddit, YouTube, and reviews around the clock for what people say, feel, and want
- **My review:** I edit and approve every script. Every ad follows one fixed format viewers already know
- **Video agent (built by me):** turns the script into a finished QuickTime (VO, music, captions) plus a Premiere file, so we can approve it as is or have an editor finish it. Uses ElevenLabs, Artlist, and After Effects
- **Built on our data:** every angle and every line comes from what our results show works, and why

EXPERIENCE

Performance Creative Manager / Full-Stack Creative Strategist | *Performance Golf* | Apr 2025 – Present

- Own DR creative end to end for a DTC brand selling golf clubs, supplements, digital programs, and high-ticket coaching on Meta, YouTube, and Instagram
- Find the angle, write the script, edit, launch, and read the data on every ad I make
- Promoted from Creative Lead in Oct 2026. Lead the performance creative team, make sure they get the most out of the AI pipeline, and proof every output before launch
- Test on Instagram trial reels first, then put paid spend behind winners. Work with media buyers to iterate, kill, or scale
- Helped build the AI ad pipeline above, and built Editing Coach (a Premiere plugin for edit notes and cut-downs) and AI footage search

Senior Editor / Producer / Writer | *Brandstar Studios* | 2021 – 2025

- Wrote, produced, and edited long-form health and medical content, including docu-series, for TV and digital
- Turned complex medical topics into clear stories regular viewers could follow
- Know the health and wellness world: how people talk about their health and what makes them trust a claim

Creative Editor / Producer | *Freelance* | 2019 – 2021

- Produced, wrote, and edited TV, digital, and social content for networks, agencies, and brands

Earlier Career | *Creative Drive, Fusion / Univision, 2C.TV* | 2011 – 2019

- **Creative Drive:** Editor / GFX Animation. Brand videos, paid social, and graphics for HP, Ulta, Home Depot
- **Fusion / Univision:** Senior Video Editor / Producer. Network campaigns, docu-series, and brand promos
- **2C.TV:** Video Editor. Trailers and promos for HBO, NBC, FOX, and live Premier League, World Cup, and F1

CORE CAPABILITIES

- **Research & Strategy:** find the one desire a market already has (Reddit, YouTube, reviews, longest-running ads in Foreplay and Meta Ads Library), match the buyer's awareness level, and build one Big Idea per concept
- **Scripts & Copy:** long VO-driven ads (1 to 3 min), cut-downs, UGC, and testimonial ads. Hooks, headlines, captions, end cards. Every on-screen claim checked against the product page
- **Editing & Production:** every format in Premiere: long-form DR, hook stacks, length tests, mashups, UGC, carousels. AI VO and voice clones in ElevenLabs, AI visuals in Higgsfield
- **Testing & Data:** Domo and Meta Ads Manager daily (net ROAS, CPA, CTR, CVR, hold rate). Five distinct versions per trial-reel test. I look for where the data is blind

EDUCATION & AWARDS

Bachelor's Degree, Broadcast Journalism | Cal State LA | GPA 3.8

Promax Gold & Silver Awards: Crime Watch Daily launch campaign; The Steve Harvey Show program spot

TOOLS & PLATFORMS

Research: Foreplay, Meta Ads Library, Reddit, YouTube | **Data:** Domo, Motion, Meta Ads Manager | **Editing:** Full Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop, and more) | **AI:** Claude, Claude Code, OpenAI (ChatGPT), Grok, Gemini, ElevenLabs, Artlist, Higgsfield, Runway | **Workflow:** ClickUp, Iconik, Frame.io, Asana