

MORTEN MARTHINSEN

Creative Lead | Performance Marketing | AI-Driven Creative Systems
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PERFORMANCE CREATIVE LEADER DRIVING MULTI-SIX & SEVEN-FIGURE SCALE

Creative Lead with 15+ years of experience evolving from award-winning broadcast creative to leading high-velocity paid social systems.

Currently leading a team of 8 editors while personally driving top-performing ads.

Peak season ad spend supported (team): **\$400K per week**
Highest single-ad scale: **\$900K spend → \$1.3M revenue**
Creative turnaround: **1–3 days from concept to launch**
Testing framework: **5 hooks × 5 variants per concept**

I build and lead creative engines — not just ads.

LEADERSHIP, CREATIVE SYSTEMS & AI INTEGRATION

- Lead and mentor team of 8 performance editors across paid acquisition creative
 - Personally contribute highest individual creative output while overseeing team direction
 - Designed scalable 5×5 hook testing framework per product
 - Align creative strategy directly with media buying insights (CPA, CTR, ROAS)
 - Implement AI-driven workflows across scripting, ideation, hook generation, captioning, video generation, and rapid versioning
 - Reduced production bottlenecks, enabling 1–3 day concept-to-launch cycles
 - Built repeatable systems that increase testing velocity and scale winning ads faster
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PERFORMANCE MARKETING EXPERIENCE

Creative Lead – Performance Marketing

Performance Golf | 2025–Present

- Lead team of 8 editors across paid acquisition creative
 - Contribute highest individual creative output within the team
 - Built scalable 5×5 hook testing system per product
 - Personally scaled a single ad to \$900K spend generating \$1.3M revenue
 - Supported team-driven campaigns scaling to \$400K/week peak spend
 - Reduced creative cycle time to 1–3 days through AI integration
 - Partner with media buyers to refine creative against CPA and ROAS targets
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BROADCAST & NETWORK CREATIVE FOUNDATION

Senior Video Editor / Producer / Writer

Brandstar Studios (2021–2025)

Fusion / Univision (2016–2018)

2C.TV (2011–2016)

Media Network, Norway (2009–2011)

- Produced high-end trailers, promos, and documentary series content for major networks including TNT, NBC, FOX, FXX, HBO, Travel Channel, and Animal Planet
 - Served as writer, editor, and producer at Fusion/Univision, leading digital and network campaigns
 - Created premium unscripted and docu-series promotional content
 - Edited live international sports broadcasts (Premier League, FIFA World Cup, UEFA, NBA, NHL, Formula 1)
 - Earned Promax Gold and Silver awards for network campaign work
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EDUCATION

Bachelor's Degree – Broadcast Journalism

Cal State LA (GPA 3.8)