

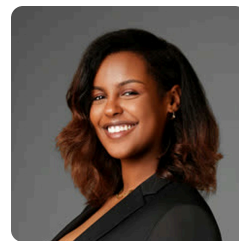
One hire, both halves. I buy the media and I make the creative that runs in it. Most teams hire two people for this, and the handoff between them costs about a week every time an ad needs replacing. I have a studio team behind me for production volume, so a heavy month does not turn into a slow one. Meta and TikTok. Furniture, food, beauty, health, real estate and home services.

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Meta and TikTok Media Buyer & Performance Creative

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Three years buying Meta and TikTok, seven designing. I run the account and I make the ads in it, so when something stops working the replacement is live that day. I also have a team, which is how the creative keeps up when an account is spending properly. Accounts so far: our own studio account, client accounts through the studio, agency client accounts at Ultra Communications, and in-house at GM Furniture, where people took weeks to decide on a sofa.



3 yrs

Hands-on media buying in Meta and TikTok Ads Manager

4

Accounts run: the studio's own, studio clients, agency clients, in-house retail

5.0%

Click-through rate, our own Meta account, May 25 to Aug 22, 2026

\$0.89

Cost per click over that same window

7+ yrs

Designing since January 2018, so the creative is mine too

20+

Clients across furniture, food, health, real estate and home services

WHAT I DO

Media buying

- Campaign build and daily management in Meta and TikTok Ads Manager
- Budget pacing, audience testing, killing and scaling on rules written before launch
- Prospecting and retargeting split by intent and by time since visit
- Judging an account against its own history, not against a number from someone else's
- Working inside your Business Manager, with you keeping admin

Creative

- Angle research from reviews, competitor ad libraries and the client's sales calls
- One-page brief per concept: angle, hook variants, format, overlays, what would make it fail
- Statics, carousels and motion cutdowns produced in house by my team
- Two to four hooks on one body, so the test reads clearly
- Direction for editors and UGC creators, tight enough that footage comes back usable

Landing pages and brand

- Landing page and advertorial layout that argues the same thing the ad did
- Identity systems, packaging, print and campaign design
- Investor, sales and proposal decks
- Master templates, so your team updates its own material without a designer

PLATFORMS AND TOOLS

Meta Ads Manager

TikTok Ads Manager

Meta Business Suite

Figma

Adobe Illustrator

Adobe Photoshop

After Effects

Premiere Pro

InDesign

Canva

Google Analytics

PowerPoint

Keynote

Google Slides

Mailchimp

HubSpot

WordPress

PROOF

- Ads Manager exports and reporting from the accounts on page 2, client names redacted
- The brief that produced an ad, next to the ad it produced
- Layered source files, fonts documented and licensed
- A landing page I built, and the ad that fed it
- Google, Foundations of Digital Marketing and E-commerce, January 2025
- References after a first call

EXPERIENCE

Co-founder and Creative Director, Amatista Creatives LLC

Jan 2025 · present

A US studio doing paid social, brand and decks for contractors, home services and local businesses. I run the studio's own Meta and TikTok account and client accounts alongside it, with a team of editors, designers and campaign support working to my briefs.

BEFORE

A new studio that had to build the ad account and the creative library from nothing, with no earlier results to judge anything against. Our own money, so waste turned up the same week it happened.

WHAT I DID

Built the account, wrote the angles, produced the creative, ran the tests. The ad and the landing page say the same thing because one person made both.

RESULT

From May 25 to August 22, 2026 the account ran at a 5.0% click-through rate and \$0.89 a click. It is our account, so the export goes out with nothing blacked out.

Account and Project Manager, Ultra Communications PLC

Mar 2022 · Dec 2023

Agency side, running client accounts and the campaigns inside them.

BEFORE

Creative came from one team, buying from another, and the account manager sat in between. A bad week belonged to whichever half you asked.

WHAT I DID

I took accounts across both halves. Wrote the brief, built the campaigns, and held a campaign on one identity while four people worked on it.

RESULT

Replacement creative turned around faster, because the person reading the numbers was the person making the next ad.

Marketing Consultant, GM Furniture

Oct 2019 · Feb 2022

Contract, in-house at a furniture retailer. Expensive product, a showroom, and a decision that took weeks.

BEFORE

Television spots and social ads made by different people to different rules, for one company, against a buying cycle nobody was measuring.

WHAT I DID

Put television and social on one identity, made the product campaign material, and ran Meta against it. Retargeting split by time since visit instead of one catch-all audience.

RESULT

On furniture that expensive, the ad has to answer the objection. Delivery, warranty, financing and assembly moved more than another styled photograph did.

Sales and Marketing Specialist, Atlanta Flooring Studio of Georgia

Jun 2025 · present

Lead-generation creative and landing pages for a flooring company, digital and print, all built off one visual system so every new piece reads as the same business.

Marketing Intern, Unitrack Consultancy

Jan 2018 · Nov 2019

First role, and where the seven years of design start. Marketing support and production work.

HOW I WORK

Research

Reviews, competitor ad libraries and your sales calls, tagged by pain, objection and awareness level.

➤

Brief

One page per concept. Angle, hook variants, format, overlays, and the reason it might fail.

➤

Produce

Statics, carousels, motion cutdowns, UGC direction. Two to four hooks on the same body.

➤

Launch

One test campaign, fixed budget, equal exposure, and no edits for the first 72 hours.

➤

Read

Hook rate, hold rate, click-through and cost per result at day 3 and day 7, against this account's own history.

➤

Iterate

New hooks, then a new angle, then a new format. Each one written down before the next week starts.

ACCOUNTS

ACCOUNT	PLATFORMS	WHAT I OWNED	PERIOD
Amatista Creatives, our own	Meta, TikTok	Buying and creative, end to end	2025 to now
Studio client accounts	Meta, TikTok	Buying and creative	2025 to now
Agency clients, Ultra Communications	Meta	Campaigns and creative direction	2022 to 2023
GM Furniture, in-house retail	Meta	Campaigns, plus television and social material	2019 to 2022

SELECTED CREATIVE



Atlantes
Furniture. Expensive product, photographed in the room it belongs in.



Salka Coffee
Coffee packaging and campaign set. Three roasts kept legible as one brand.



Zoma Hair
Beauty. Product as the hero, built for a 4:5 feed slot.



Dönnner Plate
Food. Big type holds the frame and the plate sits in the middle of it.



Choco Chunk
Confection packaging shot for social.

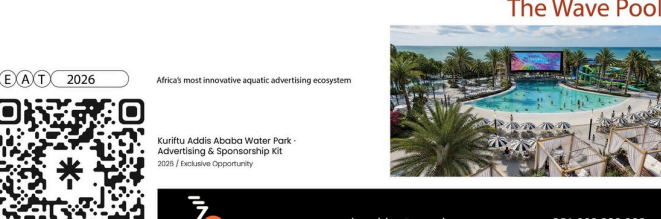
Concept, art direction and production are mine on all five. Where one ran as paid media I can send the reporting behind it with the client name removed.

DECKS AND BRAND



Roha Health Ethiopia
Investor deck. A fifty-page brief rebuilt as fourteen slides, one chart style throughout, plus the master template the team still uses.

Digital Landmark



Digital Landmark
Sales and advertising deck for an entertainment real estate project: index, stats, specs, media wall, pricing slots. Built to present in a room and skim as a leave-behind.

DELIVERABLES

Ratios 1:1, 4:5 and 9:16 exported per placement, not one file resized	Naming Concept, angle, hook number, so the report reads back to a brief	Source Layered files, fonts documented and licensed, editable by your team	Variants Two to four hooks per concept on the same body	Scorecard Spend, clicks, cost per result, and what I changed that week
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When a winner tires, in this order			
New hooks Same body, four new hooks. Cheapest change, fastest read.	New opener First three seconds recut, or a new lead image.	New angle Next unused angle from the bank. Same offer, new argument.	New format Static to UGC, UGC to founder cut, long to fifteen seconds.

REPORTING CADENCE
Daily, nothing unless something broke: pacing, disapprovals, and leads landing where they should. **Weekly**, a one-page scorecard with spend, clicks, cost per result, and a change log saying what I changed and why. **Monthly**, what the tests taught us and next month's angle plan.

COMMON QUESTIONS

Do you buy, or do you make the creative?

Both. Three years in Ads Manager, seven designing. A tired ad gets four new hooks the same afternoon instead of a ticket to somebody else.

Which platforms, hands-on?

Meta and TikTok Ads Manager, and the creative for both.

How do you find a new angle?

A few hundred reviews, the support threads and your sales calls, tagged by pain, desire, objection and awareness level. Then I write hooks for the top three nobody in the category is running.

Who does the work?

I run the account and set every brief. A studio team handles production volume behind me, editing, design and campaign support, which is how output holds up when spend goes up. You deal with me.

Biggest thing you have done on Meta?

Took our own account from nothing to a 5.0% click-through rate at \$0.89 a click between May 25 and August 22, 2026, doing the buying and the creative myself.

What does week one look like?

Access and a tracking check on day one. Baseline agreed by day three off ninety days of history. The structure changes get identified and the first concepts briefed by Friday, then we make the changes and launch in week two.

Lead cost drops but appointments drop too?

Usually a cheap new ad pulling unqualified volume. I check the lead source mix, the form, and time to first contact, then pause that ad before touching anything else.

Availability?

Atlanta, Eastern time, which overlaps US Central by all but an hour. Contract or part time, and the studio can take more on if the account needs it. Pricing depends on scope, so let us discuss it.

WEEK ONE

WHAT	WHY IT MATTERS	FORMAT
Business Manager access	Partner access to the ad account and the pixel, with you keeping admin	Standard Meta invite
Ninety days of history	So the benchmark is this account's, not a number off a podcast	Ads Manager export
What a lead or a sale is worth	Margin per product, or value per booked appointment. Without it I am optimizing blind	One number, or a range
Customer voice	Reviews, recorded sales calls, support threads, the team's notes on objections	Links or exports
The creative library	What ran before, and which pieces the team believes were winners	A drive folder
Brand assets and approvals	Logos, fonts and licenses, product photography, and who approves claims	Folder plus names

PROSPECTING AND RETARGETING

- Prospecting broad, judged on 7-day-click results and new customers, never on day one
- 0 to 7 days since visit: the objection ad. Price, delivery, financing, whatever sales hears
- 8 to 14 days: proof. Reviews, comparisons, warranty
- 15 to 21 days: last offer, then exclude rather than keep chasing
- Budget decisions read off weekly cohorts, not daily swings

THE FIRST THIRTY DAYS

- **Week 1.** Access, tracking check, ninety-day export, baseline agreed in writing
- **Week 2.** Structure fixed, first test wave live, fixed budget and equal exposure
- **Week 3.** Day 3 and day 7 reads in, losers cut, winners get new hooks
- **Week 4.** Budget behind what held up, next month's angle plan written
- One scorecard a week the whole way, with the change log attached

Next step. Send me the ad account's last thirty days and the ad you think is working. I will come back with what I would change in week one and three concepts I would test against it, before either of us mentions a contract. sarond@amatistacreatives.com · +1 (240) 220-4446