

Ankit Dixit

Performance Creative Strategist | priv.ankit@gmail.com | (857) 832-0454 | Bay Area, CA | [My Portfolio](#)

WORK EXPERIENCE

Self Financial | Creative Strategist | Credit Building Fintech Jan. 2025 – Present

- **Drive a \$100Mn+ Revenue Generating performance creative strategy across paid media channels (Social, YouTube, App Networks, Linear and CTV)** running a cadence that translates performance data into testable angles, hooks, and formats; as the owner for all creative output.
- **Analyze creative at the asset level (hook rate, hold rate, CTR, CVR)** and convert reads into structured testing roadmaps, iterating on winning concepts while improving ROAS and hitting lowest-ever CPAs.
- **Architected agentic AI production workflows (AI video/image tools, multi-step automation)** that cut creative production costs **50%** and expanded test coverage, while keeping every AI-generated asset **compliant** in a **regulated** fintech environment
- **Write platform-native UGC and creator scripts** and partner with editors, designers, and creators to take concepts from brief to live, holding the creative volume needed to scale paid budgets.
- **Built the marketing org's AI creative operating system** and scaled output to **1000+ compliant assets**, multiplying test velocity 5x without adding headcount.

Approvely | Growth Marketing Specialist (Contractor) | Payments Fintech Aug. 2024 – Nov 2024

- Led trade show marketing across email and social, securing full meeting bookings and driving **\$5M** in payments

WeMove | Growth Marketing Specialist (Contractor) Dec. 2023 – Aug 2024

- Built organic social content strategy, SEO blog pipeline, cold email outreach to drive inbound traffic and brand awareness

Pareto.ai | Consultant (Contractor) Dec.2023 – May 2024

- Collaborated with Anthropic AI via Pareto, developing 3,000+ prompts for LLM training and optimizing model accuracy, building foundational expertise in prompt engineering and AI system design

Tickertape | Social Media Manager | Investment Fintech Jul. 2021 – May 2023

- **Owned the full UGC and creator-style video pipeline (scripting, talent, editing)** for short-form content that integrated product use cases while holding view and watch-time, contributing to a 25% revenue lift.
- **Grew social from 0 to 100K+ Instagram, 150K+ Twitter, 60K+ Telegram**, earning the highest engagement rate among competitors through topical campaigns, memes, and real-time event content.
- **Built the Tickertape Social product roadmap** and ran GTM/A/B testing for launches, driving a 300% CTR increase, 36% early-adoption lift, 40% of total revenue contribution, and Pro Plan (subscription) conversions

EDUCATION

Babson College, Boston, MA December, 2024

Master of Science in Business Analytics | **GPA: 3.52/4.0**

SKILLS

- **Creative & Performance:** Creative strategy, brief development, UGC/creator scripting, direct-response formats, hook/hold-rate diagnosis, structured creative testing, A/B testing, full-funnel optimization, ad concepting
- **AI & Automation:** Claude, Claude Code, Anthropic API & MCP, Higgsfield, ChatGPT, Gemini, agentic workflows, prompt engineering, VEO3, Sora, Runway, Midjourney, Higgsfield.ai, ElevenLabs, n8n, Zapier, Make
- **Paid Media:** Meta Ads, TikTok Ads, Snapchat Ads, Google/YouTube Ads, LinkedIn Ads, App Networks, CTV/Linear
- **Analytics & MarTech:** Mixpanel, Amplitude, Singular (MMP), MMM outputs, Hotjar, Google Analytics, CleverTap, HubSpot, Marketo, Salesforce, RivalIQ
- **Tools & Ops:** Airtable, Notion, Asana, Slack, Figma, Adobe Creative Suite, Final Cut Pro X, Canva, Python, SQL, Tableau, Power BI