

Andrea Jankelow

Creative Strategist | Performance Creative & AI-First Growth

My Contact

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Core Expertise

Performance Creative Strategy
AI-First Creative Systems
Consumer Psychology & Conversion
Hook & Angle Development
Creative Testing & Iteration
Paid Social Creative (Meta & TikTok)
DTC Growth Creative
UGC Briefs & Creator Direction

AI-First Creative Systems

Built AI-driven creative systems using **ChatGPT** (agent workflows), **Claude** (structured drafting), **Perplexity** (research validation), **NotebookLM** (knowledge synthesis), and **ElevenLabs** (voiceover prototyping).

Education

University Of Missouri
Columbia, MO

Bachelor of Journalism | Strategic Communication

Dual Degree in Psychology

Graduation Date: May 2015
GPA: 3.86/4.0

Honors & Awards

- Graduated Magna Cum Laude
- Walter Williams Scholar
- Kappa Tau Alpha
- Dean's List - 8/8 semesters

Languages

English Native Fluency

Spanish Intermediate

Summary

Performance creative strategist and consumer psychologist with 10+ years building high-converting campaigns across paid social, video, and DTC channels. Engineered AI-first creative workflows that multiplied output while cutting overhead – compressing a four-writer team to one without sacrificing performance. Hypothesis-driven and data-informed, with a track record of building creative testing systems that compound results quarter over quarter.

Professional Experience

The Motley Fool | Senior Copywriter

May 2021 – Present

Financial Services / Subscription SaaS

- Owned performance creative for DTC subscription campaigns contributing to \$16M+ in annual revenue – developing concepts, hooks, and scripts across short-form paid ads and long-form VSLs (up to 40 minutes).
- Built AI-first creative workflows using Claude, ChatGPT, Perplexity, NotebookLM, and ElevenLabs – compressing a four-writer team to one and accelerating iteration cycles without sacrificing performance quality.
- Analyzed performance data and audience signals to identify winning hooks and angles, translate insights into creative iterations, and continuously raise the performance baseline across paid, video, and email channels.
- Applied consumer psychology principles to conversion-focused scripts and messaging, translating complex, emotionally charged subjects into creative that moved skeptical audiences to act.
- Collaborated with producers, designers, and media buyers to align creative strategy with scaling decisions and build compounding campaign performance.
- Developed structured creative testing frameworks with documented hypotheses and learning loops, feeding iteration cycles back into strategy to drive consistent improvement.

Genesis Digital | Head of Copy

October 2017 – April 2021

SaaS / Marketing Tech

- Led performance creative strategy and campaign development across paid digital channels, translating audience insights and product messaging into high-converting hooks, angles, and creative frameworks.
- Built and managed a structured creative testing pipeline across product launches and paid campaigns – defining hypotheses, documenting learnings, and iterating systematically to raise the performance baseline.
- Engineered repeatable creative systems and brand guidelines from scratch, establishing scalable frameworks that maintained quality across high-volume output.
- Directed cross-functional collaboration between marketing, design, and media teams, ensuring creative strategy aligned with growth targets and performance data.
- Managed and developed copy team, architecting AI-assisted workflows and creative processes that scaled output while maintaining conversion performance.
- Led content strategy and creative direction for global campaign moments and product launches, building messaging frameworks that performed across live and digital touchpoints.

iCrossing | Copywriter

June 2015 – October 2017

Agency – B2C & Enterprise Clients

- Agency creative strategist developing performance-driven concepts and conversion-focused copy for national and international consumer brands across paid digital channels.
- Developed paid creative assets including display ads, landing pages, and campaign messaging for consumer brands including Beam Suntory, Blue Cross Blue Shield, Dremel, and Belk.
- Collaborated with media strategists, designers, and account teams to concept, test, and execute integrated, multi-channel campaigns grounded in consumer behavior.
- Applied consumer psychology and conversion principles to creative conceiving and iteration – identifying hooks and angles that drove engagement and action across touchpoints.