

JOHN AXEL A. RAMIREZ

AI CREATIVE SPECIALIST | CREATIVE AUTOMATION | AI UGC | DIRECT-RESPONSE ADS | VSL | STATIC & VIDEO ADS

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PROFESSIONAL SUMMARY

AI Creative Specialist specializing in creative automation and performance advertising for e-commerce brands. Produced 1,000+ static ad creatives and built a Claude-based workflow that generated 100 static ads through a fully automated production process. Experienced in AI UGC, VSLs, direct-response video and static ads, prompt engineering, AI image/video generation, creative testing, localization, and end-to-end ad production.

CORE SKILLS

Creative Automation • Performance Ads • Direct-Response Creatives • VSL Editing • AI UGC • Static Ad Design • E-commerce Ads • Prompt Engineering • AI Image & Video Generation • Creative Testing • Product Creative Development • Storyboarding • Lip-Sync & Voiceover Integration • Brand & Product Consistency • Competitor Ad Research • Meta Ads Library

PROFESSIONAL EXPERIENCE

AI Creative Specialist & Static Ad Designer | Wildhorn – eCommerce (Remote) | May 2026 – Sep 2026

- Produced 1,000+ static ad creatives for e-commerce performance campaigns, developing direct-response concepts, hooks, offers, product angles, comparison ads, before/after concepts, and visual variations for creative testing.
- Research competitor static ads in Meta Ads Library to identify strong hooks, layouts, offers, visual angles, and recurring concepts, then rebuild and adapt them into Wildhorn-branded creative variations for testing.
- Built a Claude-based creative automation workflow that generated 100 static ads through an automated pipeline using structured prompts, reusable asset references, AI image generation, and automatic file output to scale creative production.
- Created AI-powered product visuals and ad concepts with Claude, ChatGPT, Higgsfield and other AI platforms while maintaining product, logo, packaging, and brand accuracy.

AI Video Editor & Creative Content Specialist | Jalok Limited (Remote) | May 2026 – Sep 2026

- Produce short-form advertisements, VSLs, UGC-style videos, and direct-response creatives for TikTok, Instagram Reels, Facebook Ads, Amazon, and YouTube Shorts using AI-generated scenes, product visuals, voiceovers, subtitles, transitions, and sound design.
- Develop and localize creative variations for multiple European markets, adapting scripts, hooks, visual concepts, and product messaging while maintaining accurate product representation, packaging, branding, and text-overlay requirements.
- Perform website QA checks by verifying buttons, links, layouts, and interface elements, documenting results in Google Sheets and reporting issues through Discord.

Freelance Video Editor | Remote | 2025 – Present

- Edit short-form social media and promotional content using pacing, captions, motion graphics, sound design, and platform-specific formatting for client and personal creative projects.

TOOLS & TECHNOLOGIES

AI & Automation: Claude, ChatGPT, Higgsfield, Adobe Firefly, Google Flow/Veo, Gemini, Grok, ElevenLabs, Kling
Video & Design: CapCut Pro, Adobe Premiere Pro, After Effects, Canva | **Workflow:** Envato, Epidemic Sound, Google Workspace, Microsoft Office, Dropbox, Frame.io, Slack

EDUCATION

Bachelor of Science in Information Technology | Bataan Peninsula State University | 2022 – 2026

Specialization: Web and Mobile Application Development