

Ayush Sharma

AI Creative Strategist | Performance Creative & AI Video Production

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PROFESSIONAL SUMMARY

AI creative strategist and producer specialising in direct-response Meta advertising. I take ads from angle and hook through AI generation, editing and delivery, and build the automation that ships them at volume. Client-reported 9.8% and 7.0% CTR across medical aesthetics and US home services. 35 AI-generated videos delivered end to end for a live app. Previously grew a media brand from zero to 5M+ views in seven months as co-founder, producer and host.

SKILLS

Creative strategy: Direct-response advertising | Meta creative strategy | Hooks, angles and awareness levels | Message-market fit | Voice-of-customer analysis | UGC scripting | Creative testing and iteration

AI production: Higgsfield | HeyGen | AI UGC and digital spokespersons | Character consistency across campaigns | AI video and image generation | Prompt engineering | Batch production

Automation and agents: Claude Code | Codex | n8n | Make.com | Python | Meta Graph API | AI agent and workflow design

Performance and craft: Meta Ads Manager | CTR and CPL analysis | A/B and hook testing | Short-form vertical video (9:16, 4K) | Editing, captions, sound design | On-camera hosting and voiceover

PROFESSIONAL EXPERIENCE

AI Creative Strategist & Producer - Independent / Freelance

Apr 2026 - Present | Remote | Clients in the US, UK/EU and Australia

- Own direct-response Meta creative end to end: angle, hook, script, AI generation, edit, captions and delivery.
- **BlueMagic Group** (Istanbul hair-transplant clinic selling into UK/EU): four-angle AI UGC test with dual-CTA end cards and Trustpilot proof. **9.8% CTR reported.**
- **Apex Operations** (US agency, contractors across 28+ states): 4K vertical AI UGC against a lead guarantee. **7.0% CTR reported.**
- **Echo** (consumer app): shipped **35 AI-generated videos end to end** and built the ~3,450-line Python pipeline that produces them, with automated QC and Meta Graph API scheduled publishing.
- Write to platform policy at the scripting stage, so restricted verticals clear review without re-shoots.

Co-Founder & Creative Chief - Techy Tantrums

2026 - Present | Australia

- Co-founded an AI advertising agency for trades and construction; own creative direction and production standards.
- Held one synthetic presenter consistent across a full campaign, across multiple wardrobes, locations and shoots.

Marketing Manager - PickMyWork

Apr 2026 - Present | Gurugram, India

- Lead campaigns and ad creative for a Tim Draper and Blume-backed fintech platform: 200 cities, 20,000+ gig partners, HDFC and Kotak distribution partnerships.
- Introduced AI-assisted creative workflows, cutting production cost and turnaround on campaign assets.

Co-Founder, Producer & Host - Wah! Bharat

May 2025 - Apr 2026 | Remote, India

- Grew a media brand from zero to **5M+ cumulative views in seven months** across YouTube, Instagram and Facebook.
- Owned research through publishing; titles, thumbnails and format driven by retention and audience analytics.
- Hosted and anchored on camera; directed multi-day field shoots and led interviews with public officials.

Earlier - Educator, Slam Out Loud (2024-25): social-emotional learning and creative storytelling for 200+ students; co-directed a student documentary. **Event Marketing Executive**, afaqs! (2023-24): six corporate events, 500+ attendees, for the advertising and media industry.

EDUCATION

B.A., Journalism & Mass Communication - Vivekananda Institute of Professional Studies, GGSIPU, 2020-2023. Communications head and theatre director, collegiate theatre society.