

Daniel Legaspi

 Creative Strategy Leader | AI-Enabled Creative Operations

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SUMMARY

Creative strategy leader with 10+ years of experience helping brands grow through performance creative strategy while leading teams, developing talent, and scaling creative systems across agency and in-house environments. Proven track record of driving growth through performance creative strategy, leveraging data, experimentation, and consumer psychology to develop campaigns that improve acquisition and engagement. Known for transforming complex business challenges into actionable strategies while fostering high-performing creative teams. Combines strategic thinking, cross-functional leadership, and emerging AI technologies to improve both creative effectiveness and organizational efficiency.

PROFESSIONAL EXPERIENCE

AI Creative Producer & Senior Creative Strategist | GRO | Sept 2025 - March 2026

- Led performance creative strategy and generative AI production across high-value e-commerce accounts, aligning creative output with growth objectives across creative, strategy, and paid media teams.
- Architected AI-assisted creative workflows spanning ideation, video, and static production - scaling weekly output while reducing turnaround time and improving consistency.
- Strengthened multiple brands ROI by implementing structured creative testing frameworks and UGC playbooks tied to performance-specific KPIs.
- Mentored junior strategists and creatives, building team fluency in AI tools and performance creative thinking.

Performance Creative Consultation & Production | CREATIVE OMELETTE | Jan 2023 - Present

- Advised DTC founders and marketing leaders on performance-driven creative strategies focused on scalable customer acquisition and revenue growth.
- Delivered end-to-end creative across paid social from creative strategy, concept development, to scripting, and editing Meta and TikTok ads.
- Translated creative performance data into actionable recommendations, surfacing winning hooks, formats, and messaging patterns that directly improved campaign results.
- Developed AI-assisted creative workflows that accelerated ideation, variation generation, and production efficiency across client campaigns.

Head of Creative & Senior Creative Strategist | REALEYES DIGITAL | July 2020 - Jan 2023

- Scaled and led the internal creative team from 1 to 8 members, directly managing strategists, editors, and designers across multi-channel client campaigns.
- Built onboarding frameworks and creative standards that reduced ramp-up time and equipped new hires to produce high-performing work from day one.
- Mentored junior creatives into expanded strategic and production responsibilities, increasing team capacity and reducing leadership bottlenecks.
- Developed data-driven paid social campaigns and A/B testing frameworks that improved conversion rates and audience reach across client accounts.

Direct Response Creative Designer & Editor | GUTHY-RENKER | Jan 2019 - Jan 2020

- Spearheaded creative strategy and production for high-impact social campaigns, managing six-figure ad spends with strong return on ad spend.
- Crafted campaign briefs and messaging that resonated with diverse consumer demographics, leveraging social listening to inform content direction.
- Ensured seamless execution and alignment of digital campaigns with business objectives through close collaboration with marketing teams.

Creative Designer & Editor | THE HONEST COMPANY | Jun 2015 - Mar 2018

- Directed creative development for brand-focused videos across paid and organic channels, contributing to rapid brand recognition and market growth.
- Produced 200+ content pieces using targeted messaging to increase brand engagement and foster consumer loyalty.
- Drove brand awareness by experimenting with innovative creative strategies to connect with target audiences.

SKILLS

Leadership & Development: Creative leadership, cross-functional collaboration, strategic planning, process development

AI & Creative Systems: Prompt engineering, generative workflow architecture, AI-driven production pipelines

Creative Strategy: Concept development, direct-response strategy, data analysis, A/B testing, multi-channel production

Production & Design: Creative direction, UGC production, briefing, scripting, editing, design, art direction