Hussam Shaheen

DIRECT RESPONSE STRATEGIST



About

Supported $500K+ in trackable ad revenue for 7- and 8-figure brands through paid ads.

About Me

Creative strategist with 4+ years writing direct-response copy and static ads for DTC, health, fitness and beauty brands. Built 50+ static concepts across advertorial, tabloid, social proof and infographic formats, each mapped to one angle, emotion and awareness level. Raised one client's ROAS 2.1X.

Skills

- Creative Strategy
- Customer & Competitor Research
- Angles, Hooks & Awareness Levels
- Direct-Response Copywriting
- Long-Form Copy & Storytelling
- Native, Advertorial & Tabloid Statics
- Meta Ads & Google Ads
- ROAS & Creative Testing
- AI Image Prompting (Nano Banana Pro)
- VSL & Video Ad Scripts
- Email Copy & List Management

Contact

Email:
H@hussamhimself.com

Website:
hussamhimself.com

Loom Link

Portfolio

Work Experience

Branch Basics

Creative Strategist, Paid Social Statics

- Wrote 25 static concepts across advertorial, tabloid, social proof, infographic and product formats, each testing one angle, emotion and awareness level.
- Wrote TOF and MOF static ads for every awareness level, matched to top-performing landing pages so the message stayed consistent from ad to page.
- Rebuilt a live converting static for the Home Essentials Kit and wrote the Nano Banana Pro image prompts.
- Reworked top ads from the account, the industry and similar niches for the Branch Basics voice and offer.

Oakley Middle East

Creative Strategist

- Wrote 25 static concepts for the Clear in Any Light campaign across advertorial, tabloid, social proof, infographic and product formats.
- Analyzed top competitor ads in eyewear and winning ads from other industries, then rebuilt their structure and psychology for Oakley's brand, offer and voice.
- Wrote the script for a video ad that went into production.
- Built new-concept tests from organic research.

Wheels Trek

Creative Strategist — one of the world's biggest bike brands

- Developed hooks, angles and static ad variations for Google Ads and Meta Ads, balancing performance with production cost.
- Wrote ad copy and video scripts for each audience segment.
- Analyzed campaign data to find the winning hooks, angles and formats, then fed the findings into each new batch.
- Worked with designers to deliver visuals in the brand voice across channels.

Aicceleration

Creative Strategist & Ad Account Manager — agency whose clients include ElevenLabs, Annetta Powell, Brain.fm and Mike Thurston

- Took over the ad account and raised ROAS 2.1X by reworking top- and middle-funnel winners from internal account data and the industry.
- Wrote and managed weekly email sends and list management for client brands, moving them from few sales to steady open rates and revenue tracked to email.
- Managed paid campaigns across Google Ads, Facebook and LinkedIn, and reported performance and next steps.
- Ran keyword research and SEO, and scheduled content across social, blog and email.
- Worked with creative teams on visuals and multimedia for campaigns.

Testimonials

“Hussam completely transformed our clients' email performance, from list management to weekly sends. We went from few sales before he joined to consistently strong open rates and revenue we could actually track back to the emails. What impressed me and the team most was his ability to research and find the key points to hit across different industries.”
— Moe Duli, Owner of Aicceleration

“Every time I see Hussam's ads they suck me right in. His experience in writing ads means he knows the target avatar and the ICP better than anyone. Copy is very compelling and his ability to swipe winning formulas and adjust them is just insane.”
— Paul Ratiu

“Hussam took over our Ad Account and managed to increase our ROAS by 2.1X. His TOF and MOF swipe from internal account winners and industry swipe is next to none. His NN statics research is also incredible.”
— Daniel Owner of EntreCopy Agency