

VLADISLAVA MIKHAILOVA

Performance Creative Producer | AI-Assisted Video & Paid Social

Paid Social Creative Production · Mobile App Marketing · UGC-Style Ads · Motion Design

Remote / Europe, CET-friendly · +382 68 524 712 · mikhailovavlk@gmail.com · vladavi.cc · Ad Reel: vladavi.cc/cds

400+

paid social creatives
shipped since Nov 2025

Test signals

CTR · hook-rate · install-rate
used for iteration

6/day

finished video/static
assets delivered

150-200+

team assets shipped
per week pipeline

PROFILE

Creative producer and motion-led performance creative with 7+ years in visual design, motion, digital content and creative production, now specialized in performance creatives for mobile app marketing since Nov 2025.

Current work covers AI-assisted video ads, UGC-style edits, static paid social assets, hook-led variations, first-frame logic and high-volume creative iteration for mobile-first campaigns.

At Ruby Labs, works inside a performance creative pipeline for subscription mobile apps; connects AI-assisted production with hook logic, angle development, editing, captions, sound, CTA adaptation and platform-ready export. Uses UA/media buying feedback and creative test signals to turn briefs, proven structures and underperforming angles into new variant hypotheses.

KEY PROOF POINTS

- 400+ paid social creatives shipped since Nov 2025 across AI video and static formats for fiction, romance, casino/slots, career and education verticals.
- Typical concept-to-delivery turnaround: 48h for paid social video/static creative iterations, depending on brief complexity.
- Adapted proven creative structures into paid social variants by changing controlled variables such as hook, first frame, persona, story conflict, visual style, pacing, subtitle logic and CTA.
- UA/media buying collaboration: used CTR direction, hook-rate direction, install-rate direction and internal test outcomes to revise openings, pacing, emotional triggers and variant hypotheses.
- Top Rated Upwork creative contractor with 30+ marketing, brand, landing-page and content projects delivered end-to-end for international clients.

EXPERIENCE

RUBY LABS - Sagabox, subscription fiction app | Remote · Nov 2025 - Present

Performance Creative Designer / Creative Producer, AI-Assisted Video & Paid Social

Focus: mobile app performance creatives, AI-assisted video ads, UGC-style edits, creative testing and paid social asset iteration.

- Produce high-volume AI-assisted video ads, UGC-style creatives and static paid social assets for Meta, TikTok, Instagram Reels and YouTube Shorts-style mobile campaigns.
- Work inside a performance creative pipeline shipping 150-200+ assets per week; personally deliver around 6 final video/static creatives per day while maintaining mobile-first consistency and export standards.
- Execute and contribute across the creative production flow: hook and angle development, AI scene generation, editing, subtitles, pacing, sound design, CTA adaptation and platform-ready export in 9:16, 1:1 and 4:5 formats.
- Build creative variations for testing across hooks, first frames, personas, story angles, visual styles, captions, CTA logic and ad formats.
- Use UA/media buying feedback and creative test signals - CTR direction, hook-rate direction, install-rate direction and internal test outcomes - to revise openings, pacing, emotional triggers, CTA logic and new variant hypotheses.
- Adapt proven high-performing creative structures into new variants by changing one or more controlled variables: hook, first frame, persona, story conflict, visual style, pacing, subtitle logic or CTA.
- Use AI tools to accelerate visual exploration including character/scenario swaps, photoreal AI humans, illustrated/fantasy characters, localized variants and mobile-native scenes for app marketing.
- Finish assets in After Effects and Photoshop with attention to thumb-stop first frames, pacing, subtitles, sound, CTA clarity and platform-safe paid social exports.

Selected work: vladavi.cc/cds - 11-ad reel; NDA-safe creative breakdowns available on request.

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CREATIVE GROWTH PATH

Trajectory: client-facing creative delivery -> product/marketing design foundation -> product launch creative -> brand creative production -> AI-assisted paid social performance creative.

BOKA PEARLS - hospitality brand | 2023 - 2025

Brand & Creative Marketing Producer

- Produced seasonal campaign visuals, landing-page creatives and social content for a hospitality brand, turning brand direction into campaign-ready assets for local and international audiences.
- Built repeatable visual/content systems and introduced Midjourney + Adobe Firefly to speed up concept exploration and asset production.

EXODUS 2.0 - digital community platform | 2022 - 2023

Creative Producer & Brand Designer

- Developed launch-facing creative, brand assets and product communication materials for a digital community platform.
- Worked directly with the founder across positioning, visual identity, website direction, App Store/Google Play visuals, ASO-facing assets and Telegram/community materials.

UPWORK - 2018 - 2025

Creative Producer & Digital Designer, Top Rated

- Delivered 30+ marketing, brand, landing-page, social content and presentation projects end-to-end for international clients, building client-facing creative delivery discipline.
- Managed delivery from brief clarification and visual direction to final production-ready assets across multiple formats.

GOODBIT CO / SKIPER DOO / EARLIER ROLES - 2020 - 2023

Early Creative Production / Product & Marketing Design Foundation

- Built the foundation in product-facing visuals, marketing design, UX/UI layouts, visual systems and production discipline that later transferred into paid social and AI-assisted creative workflows.

SELECTED PORTFOLIO

Paid Social / AI Video Ad Reel: vladavi.cc/cds - 11 selected mobile-first paid social ads across fiction, romance, career, casino/slots and education verticals, showing AI-assisted scenes, UGC-style pacing, hooks, CTA adaptations, subtitles and static/motion formats.

NDA-safe breakdowns available: hook variations, controlled variable changes, AI production workflows and creative feedback loops. Main portfolio: vladavi.cc · Upwork Top Rated profile and LinkedIn available on request.

SKILLS

Performance Creative: Paid social creative production · Mobile app campaigns · Creative testing · Hook/angle testing · First-frame/thumb-stop optimization · UGC-style ads · Proven creative structure iteration · CTA adaptation · Localization · 9:16 / 1:1 / 4:5 formats

AI / Video Production: AI video ads · Text-to-video · Image-to-video · Prompt-led exploration · Character/scenario swaps · Photoreal AI humans · Illustrated/fantasy characters · Fast creative versioning · AI-assisted concept development

Motion, Design & Creative Systems: 2D motion design · Storyboards · Ad pacing · Sound design · Subtitles/captions · Static ad design · Landing-page creative · Social media visuals · Brand systems · Visual identity · Mobile-first design

Tools - core production: After Effects · Photoshop · Figma · Kling AI · Midjourney · Adobe Firefly

Tools - AI/video experimentation & versioning: Sora · Seedance · Arcads · Stable Diffusion · Veed

Landing-page / content tools: Webflow · Tilda

Marketing / Collaboration: UA team collaboration · Media buying feedback loops · Competitor and reference analysis · Creative briefs · ASO visuals · App store creatives · Remote team communication · Fast production pipelines

LANGUAGES & TARGET ROLES

Languages: Russian - native · English - professional working proficiency; daily written and spoken use in remote teams · Serbian - conversational

Target roles: Performance Creative Producer · Performance Creative Designer · AI Video Creative Designer · Creative Producer · Motion Designer for Paid Social · Creative Marketing Producer · Remote / remote-first · Europe / CET-friendly