

Mukul Santhosh

AI-enabled Performance Marketer & Creative Strategist

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Relocating to the Netherlands · Zoekjaar visa: approval expected December 2026 · No sponsorship needed

PROFILE

Performance marketer and creative strategist with over 3 years in paid social and growth. I make the creative myself (plan, shoot, generate with AI, edit), then launch, test and scale it on Meta and Google, with tracking and attribution built properly underneath (GA4, GTM, server-side GTM, Meta CAPI). Founder background: I built and scaled my own D2C brand and a B2B SaaS product, so I think in terms of unit economics, funnels and revenue, not just ad metrics.

EXPERIENCE

Paid Media & Content Executive · Blue Hippo Marketing (UK agency, remote) Nov 2024 – Present

- Ran the agency's own lead-generation Meta ads: lifted ROAS from **2x to 3.75x** and signed **3 new clients**.
- Bakery client: led a creative-strategy shift on Meta Ads that raised CTR by **25%**, then scaled ad spend by **45%** over two months while driving more website traffic.
- Built a reel strategy from research into top-performing formats, working with the client's content team and leadership: **30% higher hook rate** and **40% higher hold rate** than the previous video.

Founder · Vocabry (B2B SaaS, AI language learning) · vocabry.com 2026 – Present

- Founded and built a Dutch-language learning platform for language institutes using AI no-code tools (Claude Code, Antigraivty); running a live pilot with Dutch Minds.
- Designed the landing page, marketing funnel and customer journey, from demo booking to institute onboarding and pricing tiers.
- Built the full measurement stack: GA4, web GTM and **server-side GTM**, with **Meta CAPI**, GA4 and Google Ads conversions, plus HubSpot lead capture and distinct funnel events for each step.
- Own go-to-market end to end: positioning against competitors, ICP definition, paid test plan and a commission-based regional sales hire.

Founder · Rad Skinz (D2C device-skin brand, Instagram-first) 2020 – 2022

- Built and scaled the brand on Meta and Google ads, reaching a **~4.5x blended ROAS** and **2,000+ customers**.
- Earned **350+ five-star reviews** and grew organic traffic by **300%** through content and community.
- Ran creative, media buying, customer service and fulfilment, selling directly through Instagram.

SELECTED PROJECTS

Gymshark creator-led launch plan · MSc paid media competition, led a team of five University of Birmingham

- Planned a launch on a simulated **£100K budget** across **6 channels**, with **45%** of spend concentrated in launch week.

Self-initiated Meta campaign · peptide skincare brand + paid Skool community (US) 2026

- Researched the brand and competitors in the Meta Ad Library, mapped the free-to-paid funnel and unit economics, designed the account structure, and produced 14 static ads and 2 UGC videos with AI tools. The founder reached out after seeing it.

SKILLS & TOOLS

Paid media: Meta Ads (Ads Manager, Advantage+), Google Ads, TikTok Ads, LinkedIn Ads
Tracking & analytics: GA4, Google Tag Manager, server-side GTM, Meta CAPI, attribution, HubSpot
Creative: creative strategy, UGC scripting, Higgsfield, Nano Banana Pro, Google Flow, Canva, Photoshop, Illustrator, Premiere
AI & build: Claude, Claude Code, MCP connectors, Antigraivty, ChatGPT, Jasper, Vercel, Supabase

EDUCATION

MSc in Marketing
University of Birmingham, UK

LANGUAGES

English · Dutch: A1 completed, A2 in progress

CERTIFICATIONS

In progress: Meta Certified Media Buying Professional, TikTok Ads