

Ankit Dixit

Performance Creative Strategist

San Francisco, CA, United States | [LinkedIn](#) | [Portfolio](#)

Performance creative strategist who builds AI-powered production workflows and structured testing roadmaps to drive fintech growth at scale.

EXPERIENCE

Creative Strategist

Self Financial, Inc.

Jan 2025 — Present

Austin, Texas, United States

Owns \$100M+ revenue performance creative strategy across paid media (Social, YouTube, App Networks, Linear, CTV). Analyzes creative at asset level and converts performance reads into structured testing roadmaps to improve ROAS and hit record-low CPAs. Built agentic AI production workflows that cut creative costs 50% and scaled compliant asset output to 1000+, multiplying test velocity 5x.

Growth Marketing Specialist (Contractor)

Approvely

Aug 2024 — Nov 2024

Led trade show marketing across email and social channels, securing full meeting bookings and driving \$5M in direct payments revenue.

Growth Marketing Specialist (Contractor)

WeMove AI

Dec 2023 — Sep 2024

Miami-Fort Lauderdale Area

Built organic social content strategy and SEO blog pipeline, executed cold email outreach to drive inbound traffic and brand awareness.

Consultant (Contractor)

Pareto.ai

Dec 2023 — May 2024

Collaborated with Anthropic AI developing 3,000+ prompts for LLM training and model optimization, building foundational expertise in prompt engineering and AI system design.

Social Media Manager

Tickertape

Jul 2021 — May 2023

Bengaluru, Karnataka, India

Owned full UGC and creator-style video pipeline, growing Instagram from 0 to 100K+, Twitter to 150K+, and Telegram to 60K+ with highest engagement rates among competitors. Built social product roadmap and ran GTM/A/B testing for launches, driving 300% CTR increase, 36% early-adoption lift, and 40% revenue contribution.

Organiser

TEDxVIPS

Oct 2020 — Mar 2021

New Delhi, Delhi, India

- Organised the first-ever TEDx event in college
- One video crossed 1.2+ million views on YouTube
- Managed to sell out the venue in a day with a successful hype/awareness strategy on Social Media platforms

Marketing Manager

GoTag

Mar 2020 — May 2023

Delhi, India

- E-Mail Marketing campaigns
- Creating travel content for all Social Media Platforms (Instagram, Facebook and LinkedIn)
- Leading and executing corporate offsite trips to understand the client better as well as streamlining the process
- Customer Expectation and Perception Analysis for Customer Satisfaction

Vice President

Enactus VIPS

Aug 2019 — Nov 2020

Delhi, India

- Created and managed 3 Social Projects
 - Project Kalpataru - Increased income of potters community by 47%
 - Project Upcycle - Recycled 2500kgs of paper to create products with profits of 240%+
 - Project Nidaagh - Distributed warm clothes and blankets to 103 homeless families
- Learnt how to manage large teams
- Creating a digital marketing strategy to increase revenue

Administrative Manager

Kind Beings

Mar 2019 — Aug 2019

New Delhi Area, India

- Managed volunteers and inducted new recruits for the NGO
- Managed projects such as StrongShe and Edushala

- Hosted an event “Dance for Kindness” for 5000+ people
- Organised a marathon in New Delhi

Marketing Intern

Tata Consultancy Services

Jun 2017 — Jul 2017
Al-Riyadh Governorate, Saudi Arabia

- Developed client acquisition presentations and gained practical hands-on experience in marketing processes

Journalism Intern

Arab News

Mar 2017 — Mar 2017

- Wrote articles for the most-read newspaper in the Middle East
- Learnt the art of writing to appeal to a mass audience
- Learnt how to write professionally within an organisation such as in reports and communication notices

Development Intern

Embassy of India, Riyadh

Jun 2016 — Jun 2016

- Helped trapped workers to leave the country and return back to their families
- Optimised the liberation process by creating an App through which they could contact the embassy for amnesty

EDUCATION

Babson College

Master of Science - MS in Business Analytics

GPA: 3.52/4.0

Sep 2022 — Dec 2024

Vivekananda Institute of Professional Studies

Bachelor of Business Administration - BBA in Business Administration and Management, General

Grade: 3.82/4

Aug 2018 — Jul 2021

Activities and societies: TEDxVIPS, Finance and Investment Cell, Enactus

SKILLS

Artificial Intelligence (AI) · Paid Social Media Advertising · Paid Media Strategy · Creative Strategy · Volunteer Management · Social Entrepreneurship · Setting up new businesses · Travel Planning · Email Marketing · Social Media Content Creation · Market Research · Corporate Events · Event Management · Budget Management · Speaker Selection · Team Leadership · Social Media Marketing · Social Media Analytics · Campaign Management · Go-to-Market Strategy · Influencer Marketing · Project Management · Office Administration · Presentation Skills · Administration · Corporate Communications · File Management · Corporate Social Responsibility · Digital Marketing · Search Engine Optimization (SEO) · Report Writing · Marketing · Microsoft Office · Google Analytics · Communication · Organization Skills · Leadership · Management · Negotiation · Diplomacy · Critical Thinking · Conflict Resolution · Interpersonal Skills · Teamwork · Client Services · Creativity Skills · Presentations · Networking · Meeting Scheduling · Brief development · UGC scripting · Creator scripting · Direct-response formats · Hook rate diagnosis · Hold rate diagnosis · Structured creative testing · A/B testing · Full-funnel optimization · Ad concepting · Claude · Claude Code · Anthropic API · MCP · Higgsfield · ChatGPT · Gemini · Agentic workflows · Prompt engineering · VEO3 · Sora · Runway · Midjourney · ElevenLabs · n8n · Zapier · Make · Meta Ads · TikTok Ads · Snapchat Ads · YouTube Ads · LinkedIn Ads · App Networks · CTV · Linear TV · Mixpanel · Amplitude · Singular · MMM · Hotjar · CleverTap · HubSpot · Marketo · Salesforce · RivalIQ · Airtable · Notion · Asana · Slack · Figma · Adobe Creative Suite · Final Cut Pro X · Canva · Python · SQL · Tableau · Power BI