

Phil Cyber

CREATIVE STRATEGIST | PERFORMANCE ADS

New Brunswick, Canada



3 Reasons **NOT** To Hire Me

Before I make my case, here are 3 reasons you should save us both the time and dump my application:

1. Don't hire me if you want someone who calls themselves an expert.

I'll never call myself one.

The people screaming "I'm an expert" are usually the same ones putting out safe, boring ads nobody remembers.

I'd rather ask one more question than assume I already know the answer.

How one word can be powerful enough to stop someone mid-scroll.

Why some hooks grab your full attention before you even realise it.

How an ad can make someone feel like it was meant for them.

That's how I am. So I made it my business model.

2. Don't hire me if you want a yes-man pushover.

You know the kind. Corporate-flavoured oatmeal marketing.

"We're passionate about innovation!"

Meanwhile the ad has the emotional impact of a drywall.

If an ad looks pretty but performs like absolute garbage, I'm gonna say it.

Respectfully... but still.

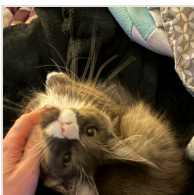
3. Don't hire me if fun isn't part of the deal.

I do my best work when the relationship is real. No corporate cushioning, no HR speak. Just straight talk and fast solutions.

If you can't laugh with me and have a good time while working... it won't work.

It might sound unprofessional.

That's just how I'm wired.



That's Loki, my adorable work partner

Let's make a bet



The Maple Challenge.

Send me your 3 worst-performing ads.

I'll pick one to test 3 new hooks on it.

If nothing improves, you get a crate of Canadian maple syrup.
On the house.

If it improves? We work together.

Let's be real. Your inbox is full of *"passionate about marketing"* and *"looking to grow"* types.

You know the kind.

Naturally, you've forgotten all about those already.

Alright, let's get down to business.

HERE'S HOW IT WORKS

YOU SEND ME

Your 3 worst-performing ads, your primary KPI, and your buyer insights or ideal customer profile if you have one. The insights are the gamechanger.

I DELIVER

3 research-backed hook variants with visual briefs and kill signals. Within 48 hours.

DAY 3-9

We run the original against my hooks. Winner is whoever hits your KPI harder. Numbers don't lie.

IF I LOSE

You get a crate of Canadian maple syrup shipped to your office. And bragging rights.

Sounds bold, right?

Maybe.

But I put my money where my mouth is. I can't count the amount of solid products dragged down by a weak hook killing their results.

Instead, I learn what customers already think but haven't said out loud yet.

Every project I touch goes through the same 3-step process:

1. The Deep Dig

Yes, the boring part. I can't comprehend how brands are sitting on insanely valuable customer insight without even realizing it.

People quite literally tell you what they find annoying, what they secretly want, and what convinced them to buy. Sometimes even what almost stopped them. You just have to know where to look.

Before I even touch a single hook, I dig through reviews, Reddit threads, TikTok comments, YouTube comments, competitor ads (criminally underrated) and customer conversations until I understand the market well enough to predict what people are going to react to.

2. Creative Engineering

Once the psychology is mapped out, the creative part becomes a piece of cake. That's where the fun begins.

I match the emotions, frustrations, desires and curiosity into hooks designed to make the right person instantly feel: *"Wait, this thing is for me!"*

Next thing you know, BOOM. They're hooked.

3. The Golden Goose

Did you know 80% of your ad power is the hook?

Sure you can nail every single pain point, pretty special effects, fancy editing. Yet the hook has the stopping power of wet cardboard.

It's like building a Porsche engine only to strap it to a Corolla. Nobody will bother looking at it.

Because a basic ad with a KILLER hook will outperform a masterpiece nobody watched.

Every. Single. Time.



THE ANDROMEDA EFFECT

The algorithm already knows who to send your ad to.

The more angles you give it, the wider your reach becomes.

The winning brands are running 25 to 40 variations of each ad and letting them reach their ideal target audience.

The big winners already figured this one out.



Meta holds an average of **52,000** data points on every single user.

It already knows who your customer is and when they're ready to buy.

The algorithm handles the targeting.

Your only variable left is the creative that stops them cold.

SKINCARE SPEC

3 cold-traffic hook concepts. Built from real customer language.

01 The Mirror Moment

HOOK (0-3S) *"The mirror became stressful for a reason."*

THE SETUP

Targets the emotional root, not the product. People don't buy skincare. They buy back their confidence. This hook walks straight into the wound.

VISUAL BRIEF

Creator staring at mirror, close-up, no filter. Cut to product. No studio. Bathroom lighting. Raw and real.

KILL SIGNALS

Hook rate under 25%. If they're not stopping, the emotion didn't land. Test tighter close-up in frame 1.

02 The Subscription Trap

HOOK (0-3S) *"The beauty industry turned insecurity into a subscription."*

THE SETUP

Aggressive and systemic. Calls out the industry not the person. Makes the viewer feel seen and slightly angry. Anger converts.

VISUAL BRIEF

Flat lay of expensive products crossed out one by one. One simple product remains. Text overlay: you've been paying for the problem.

KILL SIGNALS

Watch share rate. This hook sparks conversation. Low shares means the anger didn't hit. Kill at day 4 if CTR is under 1%.

03 The Burn Test

HOOK (0-3S) *"Your face shouldn't burn after self-care."*

THE SETUP

Pure curiosity wrapped in relief. Every person with sensitive skin has felt this. It validates their experience before selling anything.

VISUAL BRIEF

Creator touches face, winces slightly. Text overlay: this is not normal. Cut to calm, simple routine. End on clear skin close-up.

KILL SIGNALS

Primary metric: thumb stop rate. If under 30% at 48h, hook isn't landing viscerally enough. Retest with tighter frame on the wince.

If you've read this far, you probably don't care much about another polished PDF full of buzzwords. But for the sake of structure, due diligence, and keeping HR happy...

ABOUT ME

- Car enthusiast. Lover of nature. I think in systems, live on the fast lane, and my brain doesn't really have an off switch. *(I tried, unsuccessfully.)*
- When I see something with potential, I need to see it shine. If I start something and it's not done right, I don't stop thinking about it until it is. That's just how my brain works.
- I pay attention to details most people walk right past. You can have the best product in the world. If the details are off, I'll notice it. Quickly.

SKILLS

CREATIVE STRATEGY

Hook writing

UGC brief creation

Direct response
copywriting

Creative testing
frameworks

Kill and scale decisions

Pattern recognition

RESEARCH

Customer psychology

Audience insight mining

Reddit, Amazon reviews,
TikTok comment analysis

Competitor ad audits

Customer language
mapping

Converting insight into
creative direction

PERFORMANCE

Thumbstop rate

CTR, CPA, CVR, CPC
analysis

A/B testing

Data-driven creative
decisions

Fast iteration

AI & CREATIVE TOOLS

Foreplay

Get Hooked

fal.ai

Claude

You name it.

FULL STACK → P.06

You name it.

CREATIVE INTELLIGENCE

Foreplay •

Motion
Atria
Meta Ad Library
TikTok Creative Center

AdSpy

PiPiADS

Kalodata

Get Hooked •

AI REASONING & COPY

Claude •

ChatGPT
Gemini
Perplexity
Grok
NotebookLM

AI IMAGE

Midjourney

fal.ai •

Flux
Nano Banana
Ideogram
Recraft
Magnific
Krea
Adobe Firefly

AI VIDEO & MOTION

Veo

Sora

Runway

Kling

Luma Dream Machine

Hailuo MiniMax

Higgsfield

Pika

Seedance

AI UGC & AVATARS

Arcads

Creatify

HeyGen

Icon

Synthesia

VOICE & SOUND

ElevenLabs

Suno

Udio

EDIT & POST

CapCut

Premiere Pro

After Effects

DaVinci Resolve

Descript

Opus Clip

Topaz Labs

DESIGN & BRIEFING

Figma

Canva

Photoshop

Illustrator

Frame.io

INSIGHT MINING

GummySearch

Amazon review mining

TikTok & YouTube comments

Reddit

SparkToro

AnswerThePublic

Google Trends

Trustpilot

MEASUREMENT & TESTING

Meta Ads Manager

TikTok Ads Manager

Triple Whale

Northbeam

Hyros

GA4

Shopify

LANDING & CRO

Replo

Unbounce

Hotjar

Microsoft Clarity

OPS & AUTOMATION

Notion

Airtable

Slack

Google Sheets

Zapier

Make

n8n

ClickUp

EMAIL

thephilcyber@gmail.com

ELSEWHERE

linkedin.com/in/philcyber

Instagram: @Phil_Cyber

+1 450 331 6746