

Uluç Muslu

AI-Native Digital Marketer & Creator

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Portfolio, films and case studies: ulucmuslu.com →

SUMMARY

Digital marketer and creator with eight years across creative production and paid growth. I spent the first half of my career making things before AI could: video editing for TV programs, visual effects design for a Netflix series, then social content and paid campaigns for 18 brands at the agency I co-founded. That is where I built my creative eye and learned what actually works on screen and inside an ad account. Since 2025 I have combined that with AI. The results: **\$31K+ in one campaign month from \$2.1K of ad spend** for a collectibles e-commerce, and **\$21K+ in monthly recurring revenue** for a B2B SaaS on about \$1K a month in ads. I build my own AI production stack around Claude, covering ad creative, motion films, storefronts and CRMs.

EXPERIENCE

AI-NATIVE WORK

Digital Marketing & AI Lead · Collectibles E-commerce

Aug 2026 – Present

Importer of trading cards and sealed collectibles from the US · İstanbul

- Generated **\$31K+ (₺1.5M+)** in revenue in a single campaign month on **\$2.1K (₺100K)** of Meta spend: 15x ROAS, ~260 orders, 400K+ impressions, 3.9% CTR. Ran Turkey's first pre-order for a global card release on the same day as the worldwide launch; the first stock batch sold out within 24 hours.
- Run the monthly ad budget across Meta (Advantage+, Conversions API) and Google (Search, Shopping via Merchant Center), with every creative produced in-house.
- Built the creative pipeline with AI: product visuals in Higgsfield and Nano Banana anchored on real product photography, motion films coded in Remotion and HyperFrames, voiceover in ElevenLabs.
- Rebuilt the storefront end to end with Claude Code (Next.js, checkout, admin panel, supplier portal, product feed) and set up SEO and GEO so the store is quotable by AI search.
- Grew Instagram from 0 to 2,000 followers with no paid support (331K views in September 2026), and designed the physical packaging.

Sales & Marketing Manager · Acerpro / InsurUp

Mar 2025 – Jun 2026

B2B insurtech SaaS for insurance agencies · İstanbul

- Built **\$21K+ (₺1M+)** in monthly recurring revenue in 10 months on about **\$1K (₺50K)** a month in ad spend. Total spend paid back within the first month, and the revenue keeps arriving every month.
- From a standing start to **2,500+ qualified B2B leads, 300 demos and 40 customers**; I personally closed those accounts across digital and field sales.
- Produced all ad creative in-house with AI (Veo, Seedance and Kling for video, plus static and copy variants) and A/B tested angles. A fully AI-produced Meta ad became the top performer in the niche, at a cost per lead about 40% below the account average.
- Built the marketing and sales stack with Claude Code: a 24/7 lead-qualification agent, predictive lead scoring, automated proposals and a sales CRM used by a 30-person team (2,000+ leads).
- Wrote audience research and brand bibles (also sold as consulting to early-stage startups) and ran internal AI-adoption training.

Freelance AI Marketing & Creative

2021 – Present

Insurance, fintech, mobility, SaaS and web3 clients · Remote

- SigortaAVM** (insurance agency): restructured Meta lead campaigns and creative, cutting the average cost per lead from \$6.3 to \$1.7 (₺300 to ₺80), peaking at around 50 leads a day.
- VANTA** (US electric motorcycle startup): directed and produced an AI brand film, now used at events and in investor presentations.
- Umay360** (CRM for pilates and physio studios): brand, launch film and landing page. **TOTA** (onchain startup): brand, landing and MVP.
- Kaira** (social app): brand and growth from 0 to 25K followers, contributing to a \$100K raise. **Boxy**: brand built on X from 0 to 6K+. **SAM** (fintech app): mascot-led product marketing.

CREATIVE FOUNDATION, BEFORE AI

Co-founder & Marketing Lead · Eunomia

2021 – 2025

Social content, influencer and paid marketing agency · Remote / Global

- Produced social content and ran influencer and paid campaigns for **18 brands**; sourced and managed **50+ influencers**.
- Managed a **\$50K influencer budget and \$10K in paid media** across **50+ campaigns**; grew communities to **20,000+** members in parallel English and Turkish channels.

VFX Designer · Netflix / Video Editor · TV programs

2018 – 2021

- Started in video editing for TV programs, then worked as a VFX designer on the Netflix series *Kulüp*. Learned how a frame holds attention long before AI tools existed.