

Creative Strategist (Performance / Direct Response) · Lisbon

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Decide what we make, and why.

You turn customer insight into angles, and angles into briefs the team can execute without questions. Then you read the results and start again.

ABOUT ENSAIO

Ensaio is a new in-house performance creative studio in Lisbon. A team of 7 that ships around 200 ready-to-launch ads a month (10 angles × 5 variations every week) for several telecom brands. Strategy, production and media buying sit in the same room, and every result feeds the next brief.

WHAT YOU'LL OWN

- Personas and customer insights
- Angles, promises and hooks
- Concepts and scripts for UGC, video and statics
- Test hypotheses for each batch
- Sign-off on creative direction
- New angles from the Media Buyer's learnings

WHAT WE'RE LOOKING FOR

- Direct-response experience on Meta and TikTok
- You write hooks that stop the scroll and briefs that need no follow-up call
- You read ad data: hook rate, CTR, CPA
- Fluent English

HOW YOU'RE MEASURED

Rate of winning ads, number of angles tested, quality of briefs.

PACKAGE

- €38–47k gross annual salary, paid in 14 instalments
- Meal card
- Health insurance
- Full-time, Lisbon (partial remote negotiable)

HOW TO APPLY

Apply through MeritFirst:

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