

Solads Creative Portfolio.

**Soline Gradon - Creative strategist -
French - fluent in english**

Over 40 brands supported in their creative strategy and ads production in France. I've worked primarily on the French market, but have also created ads for the UK, Italy, the Netherlands, Germany, and Spain.

I help businesses looking to optimize their advertising campaigns achieve their sales goals through innovative and high-performing creatives.

- **Account analysis – Understanding the winning creatives**
- **Content research – Identifying high-performing content and adapting it for your business**
- **Scripting**
- **Content production management & feedback handling**
- **KPI analysis – Insights & optimization**
- **Winning variations & launching new tests**

They trusted me

to support them in their advertising content strategy and production.



⚓ KAPTEN & SON

ASPHALTE®

Blissim

ELMUT®

SPRING.

PandaTea

ultra premium[®]
direct



la
marque
en
moins.

ARTHUR & ASTON

& more...

I have designed and created content for accounts spending from
\$10K to over \$500K per month on advertising.

Background

- **Organic community builder • 130k followers on TikTok and 30k on Instagram (2021-2022)**

Built a nutrition-focused audience from scratch. Learned what makes people stop scrolling and actually listen.

- **Co-founder • UGC Agency during 2 years (2022-2024)**

Managed the full operation of Agora Media Agency, client relationships, creator management, production systems. On top of that, I handled the creative strategy for all the agency's clients : persona research, concept ideation, script writing. 15+ clients simultaneously. I learned everything that breaks at scale, and how to fix it.

- **Senior Creative Strategist • Freelance (2024-NOW)**

Working with leading French e-commerce brands. Managing significant monthly budgets.

BY NUMBER

4 years
as a creative
strategist

\$100k+
monthly average
ad spend

\$100k+
spend on
multiple single
creatives

0 cold
outreach in 2
years, 100%
recommandations

KPIs EXAMPLES.

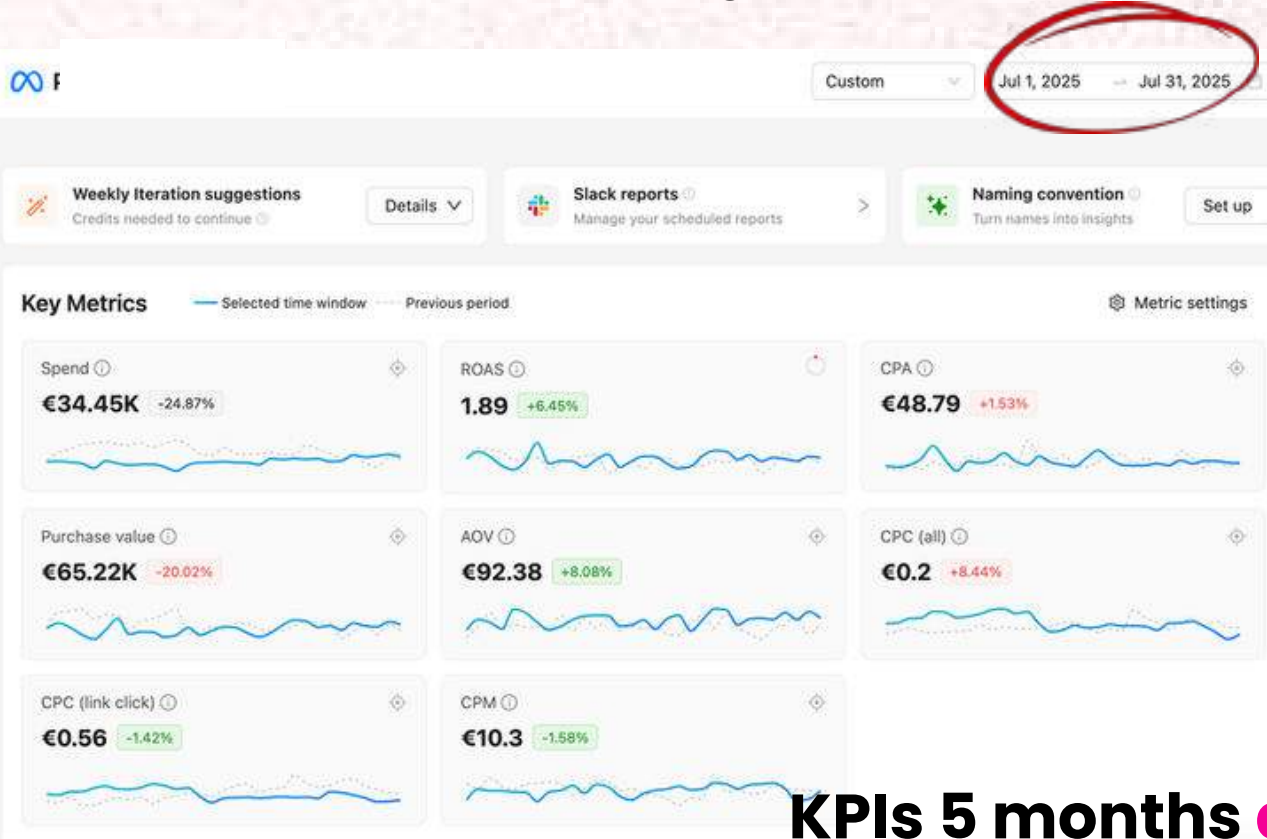


KPIs **BRAND 1.**

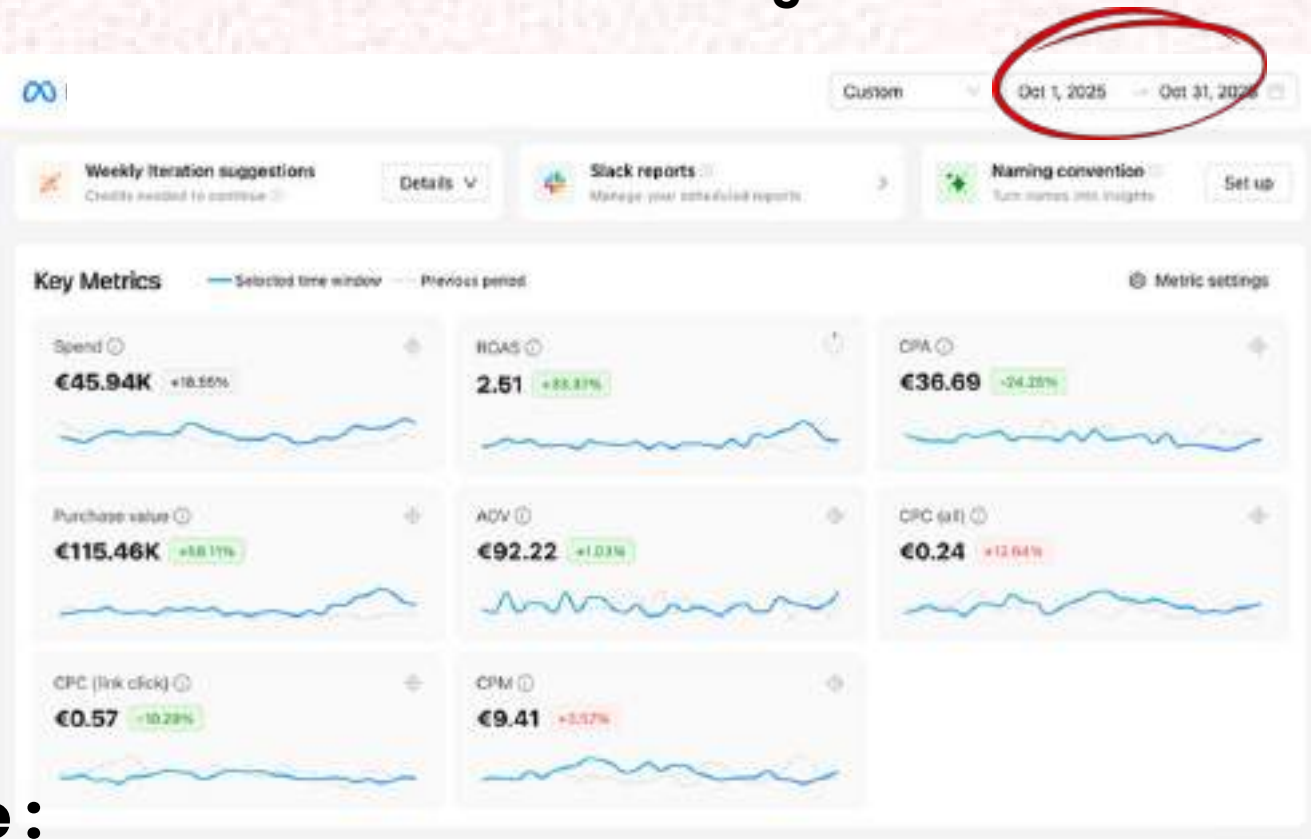
Anonymous for confidentiality reasons

KPIS BRAND 1 ●

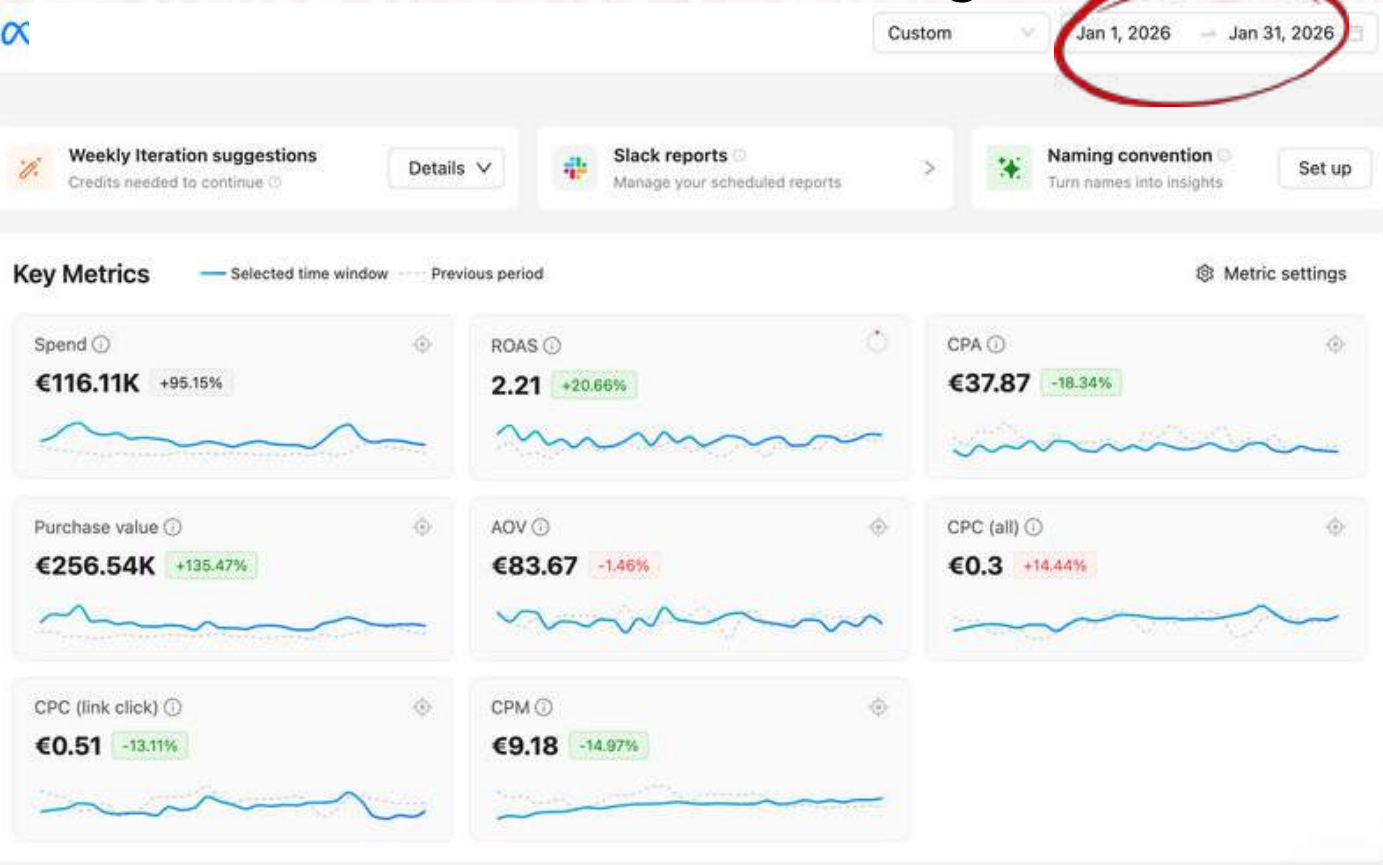
KPIs **before** working with me :



KPIs **2 months after** working with me :

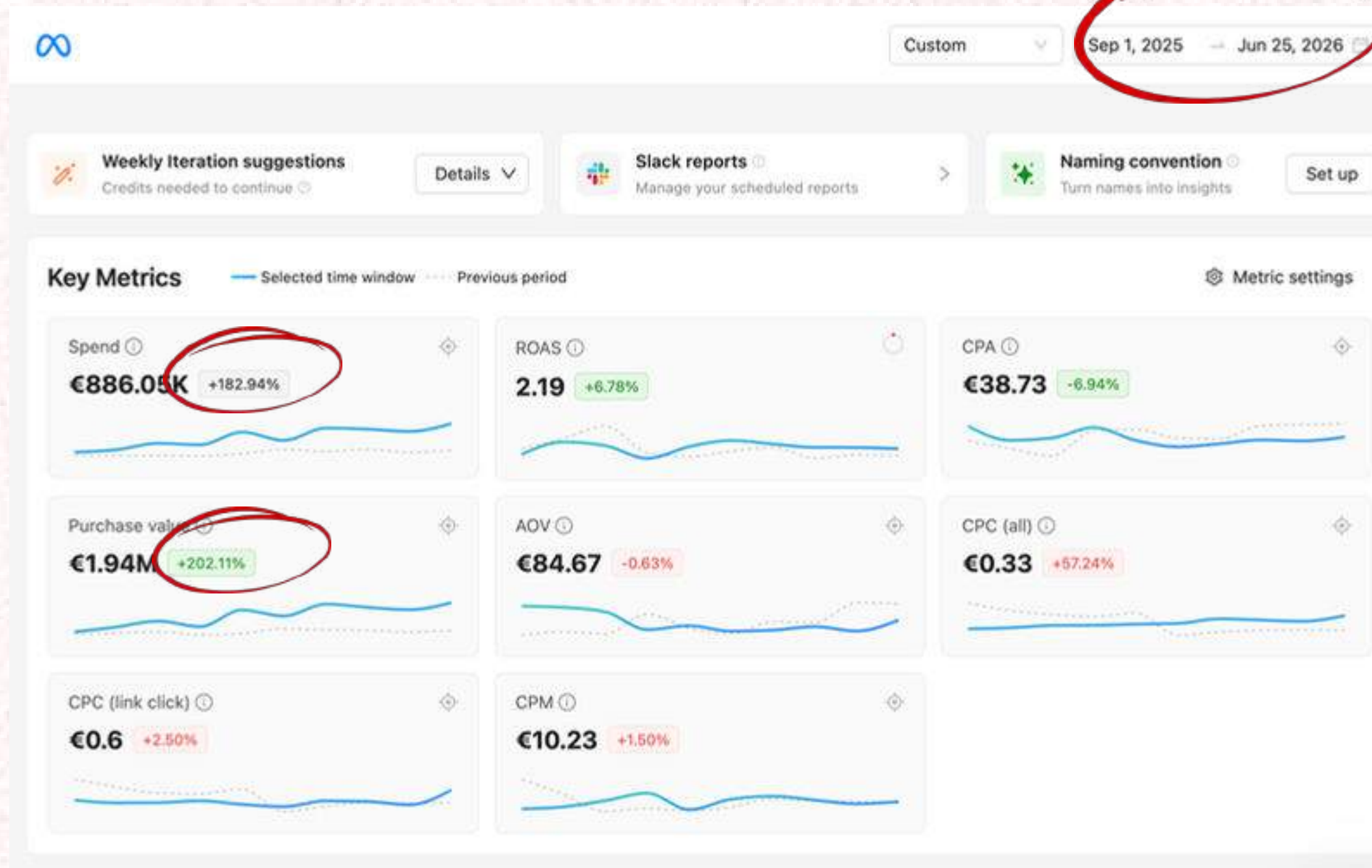


KPIs **5 months after** working with me :



KPIS BRAND 1 •

total since I am working with them :



KPIS BRAND 1 ●

my ads :

☒	A		☒ Spend	☒ ROAS	☐ CPA	☐ Purchase value
☒		deo_AnneS2-h1... etails	€1,882.54	3.83	€21.89	€7,207.44
☒		own_11_sept.-26	€3,608.11	3.53	€23.43	€12,728.46
☒		PostIt	€5,062.97	3.5	€23.22	€17,713.45
☒		tatic_2	€2,358.16	3.49	€25.63	€8,226.47
☒		IG_784	€4,681.83	3.42	€24.64	€16,012.31
☒		deo_E	€2,547.92	3.37	€21.96	€8,594.48
☒		8_déc	€6,039.7	3.37	€25.81	€20,352.6
☒		ta .Life	€3,806.58	3.31	€23.79	€12,582.86
☐		own_5	€2,707.75	3.3	€26.04	€8,922.11
☐		ook De	€3,414.08	3.24	€25.48	€11,076.57
		etia 7				

☐		known_Pauline-H3...	€2,349.31	2.83	€27.64	€6,659.17
☐		_Stati	€2,399.83	2.83	€28.23	€6,798.79
☐		_Vide	€1,538.48	2.81	€30.17	€4,329.65
☐		know	€5,000.79	2.78	€28.58	€13,910.56
☐		_Sanc	€13,111.36	2.77	€29.46	€36,303.27
☐		GEN	€3,967.29	2.7	€28.75	€10,720.71
☐		Ad - I etails	€1,441.68	2.69	€34.33	€3,870.95
☐		_Vide	€2,891.15	2.6	€28.63	€7,519.86

KPIS BRAND 1 ●

after scaling :

☒	Ad name	☒ Spend	☒ ROAS	☐ CPA	☐ Purchase value	☐ AOV
☒	#Organiqu...	€56,280.65	2.61	€32.87	€146,723.94	€85.7
☒	3-H4_v4_...	€47,437.54	2.5	€33.52	€118,694.42	€83.88
☒	ocus prem...	€45,721.58	1.86	€45.31	€84,989.16	€84.23
☒	- Copie	€28,240.67	2.56	€32.2	€72,282.38	€82.42
☒	40_V1_nov...	€24,476.4	2.67	€30.75	€65,321.05	€82.06
☒	IGC4_H2_...	€23,327.77	1.75	€44.43	€40,709.66	€77.54
☒	NL	€22,363.02	2.67	€30.06	€59,655.87	€80.18
☒	1_sept.-26	€18,194.91	2.94	€28.25	€53,513.54	€83.1
☒	.-24 - scal...	€15,274.1	3.37	€26.11	€51,469.68	€87.98

KPIs
CABAIA.

KPIS CABAIA.

Over 3 years of collaboration.

- **Over €2M invested in my content over the past 3 years.**
- **Over 3000 UGC content pieces created to date.**



Q4 2025

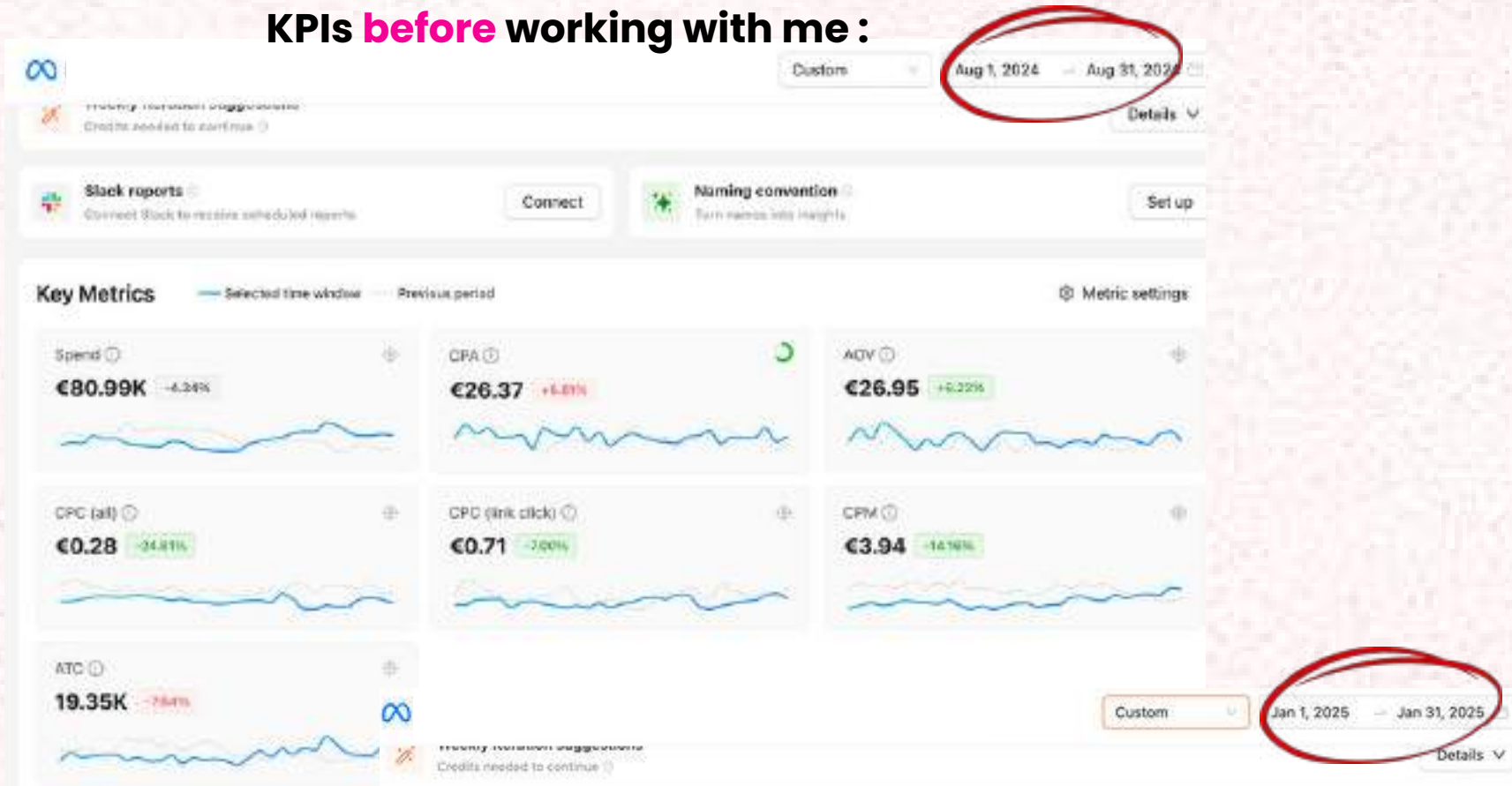
Nom de la publicité	CPC	Couts/Ajouts Paniers	Couts/Achats	ROAS
TK_VIDEO_AGORA_ANAIS_H3	0,78 €	6,19 €	14,24 €	4,51
LUNCHBAG_VIDEO_AGORA_MADLEEN_H1	0,34 €	7,41 €	13,97 €	4,13
SAC_ADV_VIDEO_AGORA_ARNAUD_H1	0,54 €	5,11 €	18,56 €	3,70
TK_VIDEO_AGORA_SARAH_H3	0,39 €	7,09 €	15,50 €	3,31
SAC_ADV_VIDEO_AGORA_PHILIPPE_H3	0,42 €	6,06 €	22,59 €	3,27
SAC_ADV_VIDEO_AGORA_PHILIPPE_H1	0,52 €	5,18 €	21,59 €	3,23
CROSSBODY_VIDEO_AGORA_MADLEEN_H3	0,43 €	6,06 €	27,15 €	3,14
SAC_ADV_VIDEO_AGORA_CYNTHIA_ASMR_H3	0,35 €	5,36 €	24,07 €	3,13
SAC_ADV_VIDEO_AGORA_ARNAUD_H3	0,50 €	4,84 €	24,03 €	3,09
CROSSBODY_VIDEO_AGORA_CANDICE_H2	0,33 €	8,88 €	24,98 €	3,06
SAC_ADV_VIDEO_AGORA_LEANA_H1	0,39 €	5,91 €	22,82 €	2,98
DUFFLE_VIDEO_AGORA_ELSA_H1	0,41 €	8,56 €	26,12 €	2,93
LUNCHBAG_VIDEO_AGORA_ANAIS_H1	0,47 €	5,99 €	22,39 €	2,87
LUNCHBAG_VIDEO_AGORA_MADLEEN_H3	0,42 €	6,10 €	24,63 €	2,85
SAC_ADV_VIDEO_AGORA_ARNAUD_PROF_H2	0,38 €	9,29 €	26,45 €	2,83
LUNCHBAG_VIDEO_AGORA_ANAIS_H2	0,69 €	8,94 €	23,07 €	2,81
SAC_ADV_VIDEO_AGORA_CINDY_CADEAU_COUSINE_H3	0,40 €	8,50 €	31,07 €	2,75
SAC_ADV_VIDEO_AGORA_CINDY_CADEAU_COUSINE_H1	0,56 €	7,85 €	30,92 €	2,75
LUNCHBAG_VIDEO_AGORA_ANAIS_H4	0,60 €	8,18 €	24,75 €	2,57
SAC_ADV_VIDEO_AGORA_LEANA_H4	0,56 €	6,30 €	30,03 €	2,56
CROSSBODY_VIDEO_AGORA_MADLEEN_H1	0,34 €	6,13 €	29,37 €	2,50
SAC_ADV_VIDEO_AGORA_CINDY_CADEAU_COUSINE_H4	0,51 €	6,79 €	29,64 €	2,50

KPIs **BRAND 2.**

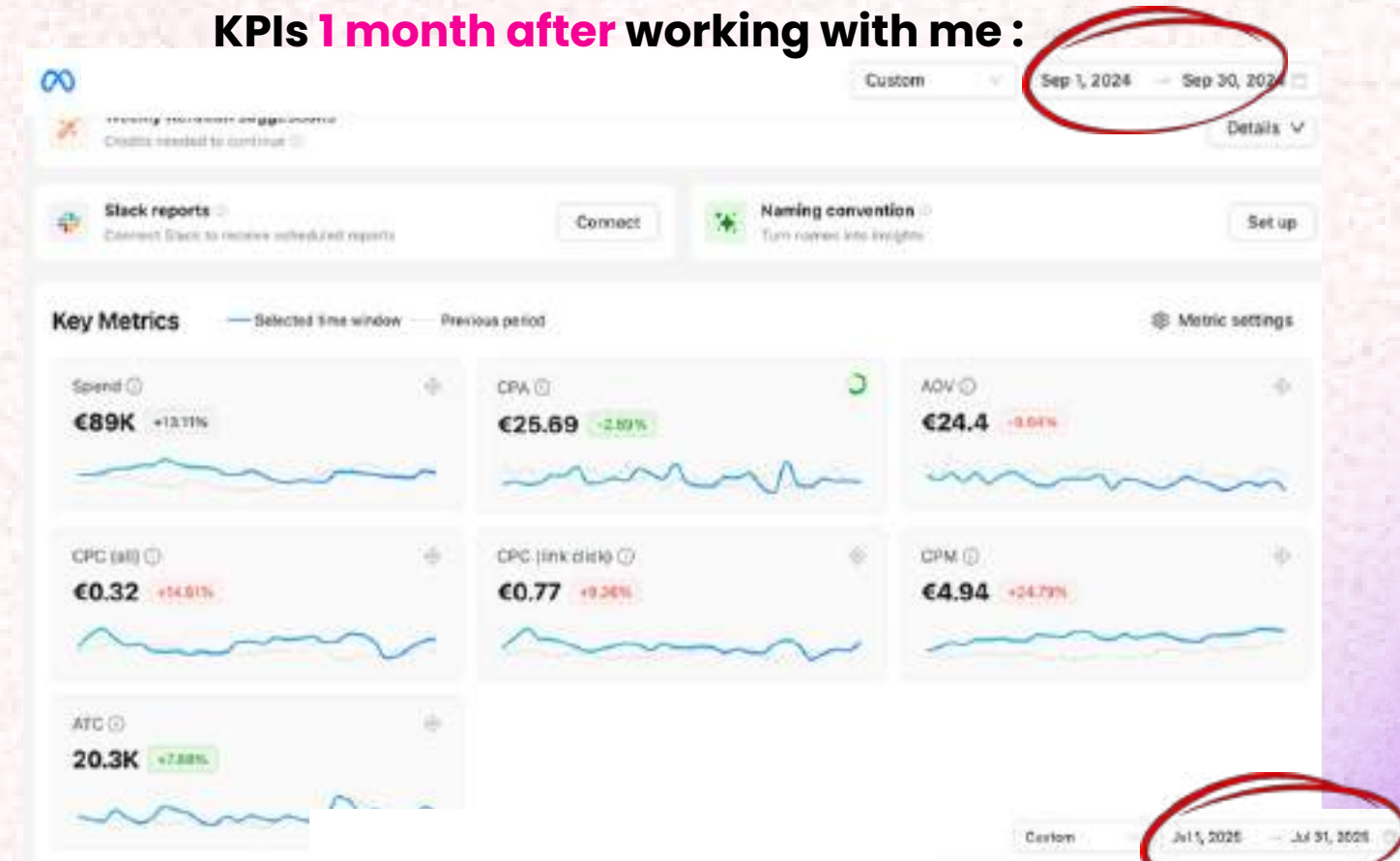
Anonymous for confidentiality reasons

KPIs BRAND 2.

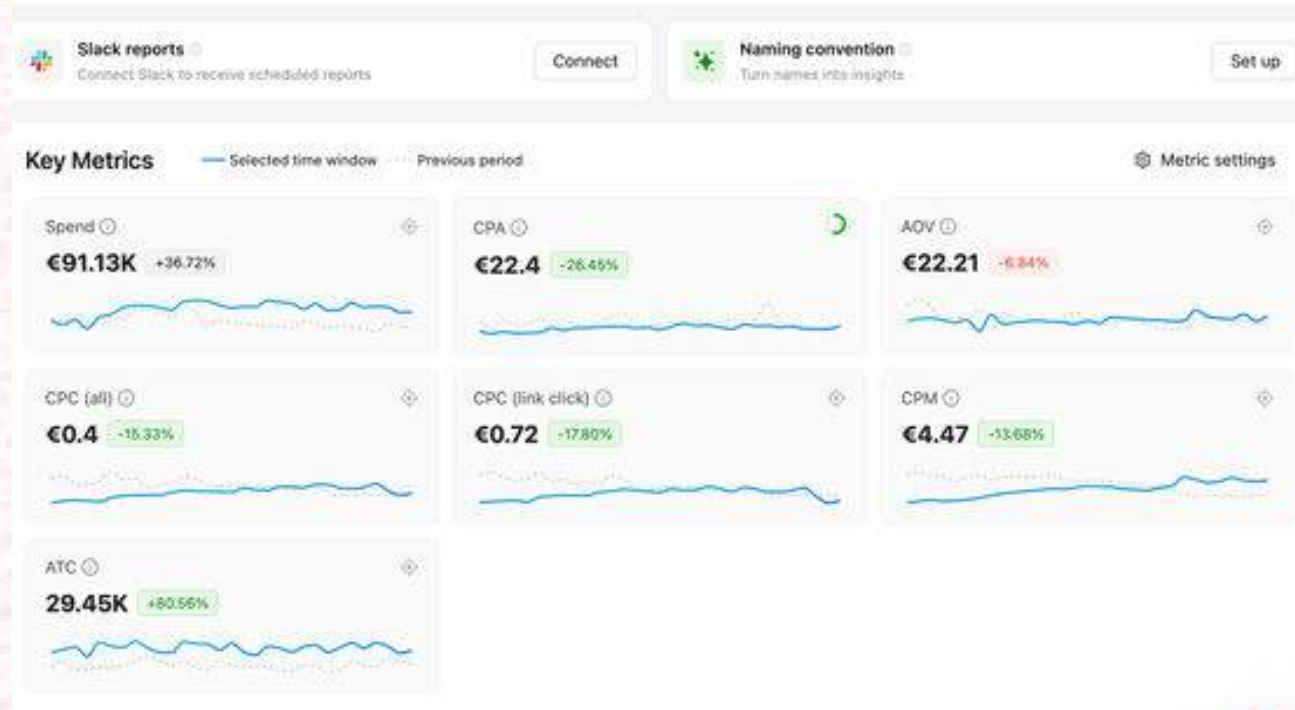
KPIs **before** working with me :



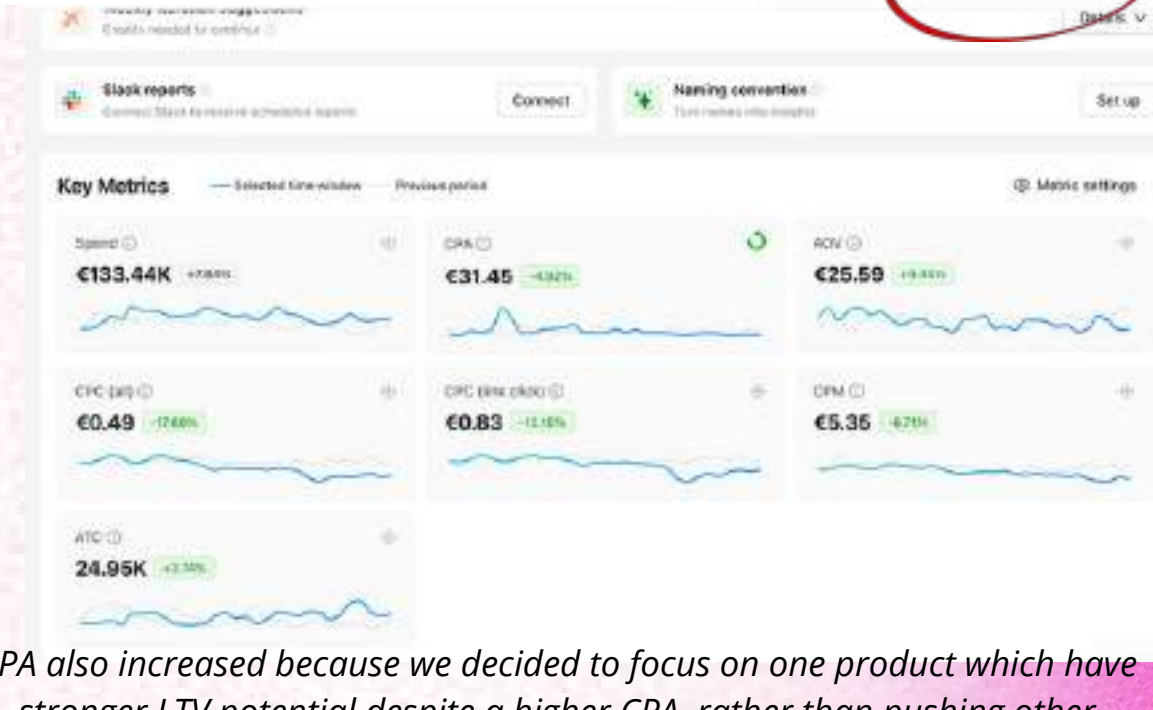
KPIs **1 month after** working with me :



KPIs **6 months after** working with me :



KPIs **1 year after** working with me :



CPA also increased because we decided to focus on one product which have stronger LTV potential despite a higher CPA, rather than pushing other products that had better CPAs but very little repeat purchase.

KPIs BRAND 2.

soline-11_20

ds

serbuaget

Spend93 675,72 €

CPA26,31 €

**Video -
hes - Soline -**

13 ads

- Copie

Spend63 252,26 €

CPA22,96 €

Statique - EC

10 ads

SOLINE

Spend66 352,04 €

Spend137 433,31 €

CPA17,79 €

CTR (all)2,34%

Video Hook Rate (V3s/imp)0,35%

Video Hold Rate Thruplay/V3s0,4%

S / soline-04

mr-all_bener
i
ideo-high-st
ory

Spend115 768,67 €

CPA28,37 €

Bilan Septembre :

- un mois record pour ; de chiffre d'affaires (+15%)
- che depuis le début de l'année
- un créa banger (t) côté [@Soline_G](#), bravo !

KPIs
LEAD GEN.

KPIS CLIENT - LEADS.

Before my intervention : 7€ CPL
After : 4 - 5€ CPL

☒	☒ 6 ads selected	☒ 1 Spend [€]	☒ 2 Leads	☒ 3 Cost per lead	☐ CPG (link click)	☐ CPM	☐ Purchases	☒ 4 Hold rate	☐ 5 Hook score	☐ 1st frame retention	☒ 6 Thumbstop
☒	// Vidéo 60 V2 Hoo...	2 206,77 €	459	4,81 €	0,59 €	5,16 €	9	9,59%	69	92,53%	29,94%
☒	// Vidéo 60 V1 Hoo...	1 888,17 €	413	4,57 €	0,60 €	5,52 €	4	9,73%	70	92,13%	31,5%
☒	// Vidéo 1 Hook 6 : ...	1 841,12 €	378	4,87 €	0,48 €	3,96 €	7	10,94%	71	92,77%	33,35%
☒	// Vidéo 1 Hook 6 : ...	861,22 €	185	4,66 €	0,51 €	4,92 €	0	13,26%	71	92,19%	35,8%
☒	lo 1 Manu Hook 2 : ...	740,05 €	118	6,27 €	0,37 €	7,01 €	14	16,08%	70	88,08%	46,57%
☒	// Vidéo 44 : texte ...	658,27 €	133	4,95 €	0,77 €	6,89 €	4	6,34%	63	93,03%	24,41%
☒	// Vidéo 25 sans m...	434,92 €	67	6,49 €	0,93 €	6,55 €	14	2,65%	59	91,24%	19,25%
☒	// Vidéo 23 V2 UG...	377,49 €	70	5,39 €	0,54 €	7,16 €	1	15,46%	73	90,01%	44,39%

EXAMPLES OF CONTENT.

Managed from A to Z
(ideation, scripting, creator
management, production
feedback)



**DIAPER
BRAND.**

DIAPER BRAND.

Actual client - creative strategist & production
+100 ads created every month

STATICS

70%
de parents
rapportent
**une réduction
des fuites**
par rapport
aux couches
traditionnelles



Couches traditionnelles



Testez gratuitement
la marque en moins.

Couches ...

- Couches écolo la moins chère
- Couches recommandée par les pédiatres
- Couches catégorie A absorption
- Découvrir La Marque En Moins



Testez pour 0€
nos couches **écologique**

**En quoi sommes-nous
différents de POMMETTE ?**



la marque en moins.



Pommette

Nos couches ont
la meilleure absorption (classées A)
et à prix tout doux...

Testez gratuitement

**“J’ai économisé 450€
cette année sur mon budget couche”**

1900€

1485€

1450€

la
marque
en
moins.

Testez gratuitement

Prix constaté au 18/06/2024 pour 30 livraisons via abonnement
et livraison en point relais.

DIAPER BRAND.

STATICS



DIAPER BRAND.

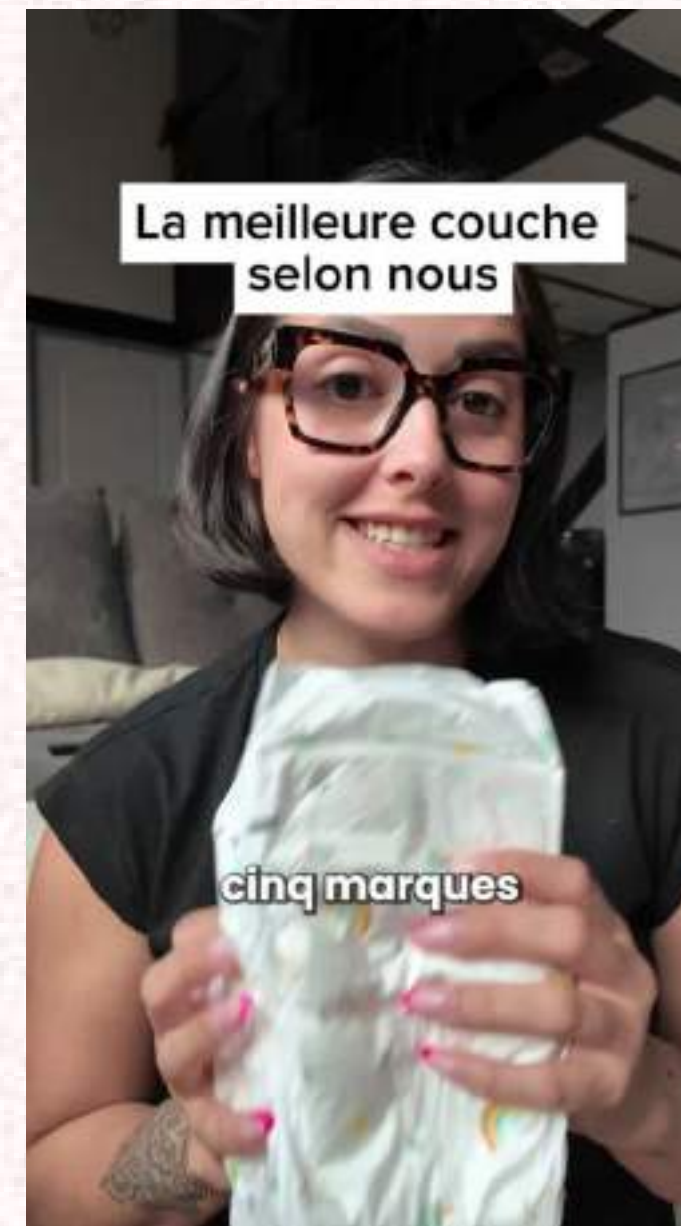
COMPARATIVE



UGC



YAPPER



HUMOUR



DIAPER BRAND.

YAPPER



STREET INTERVIEW



UGC



EXPERT



DIAPER BRAND.

TRENDS



ASMR / NATIVE



UGC



DIAPER BRAND.

NOTE



TESTIMONIAL



OFFER



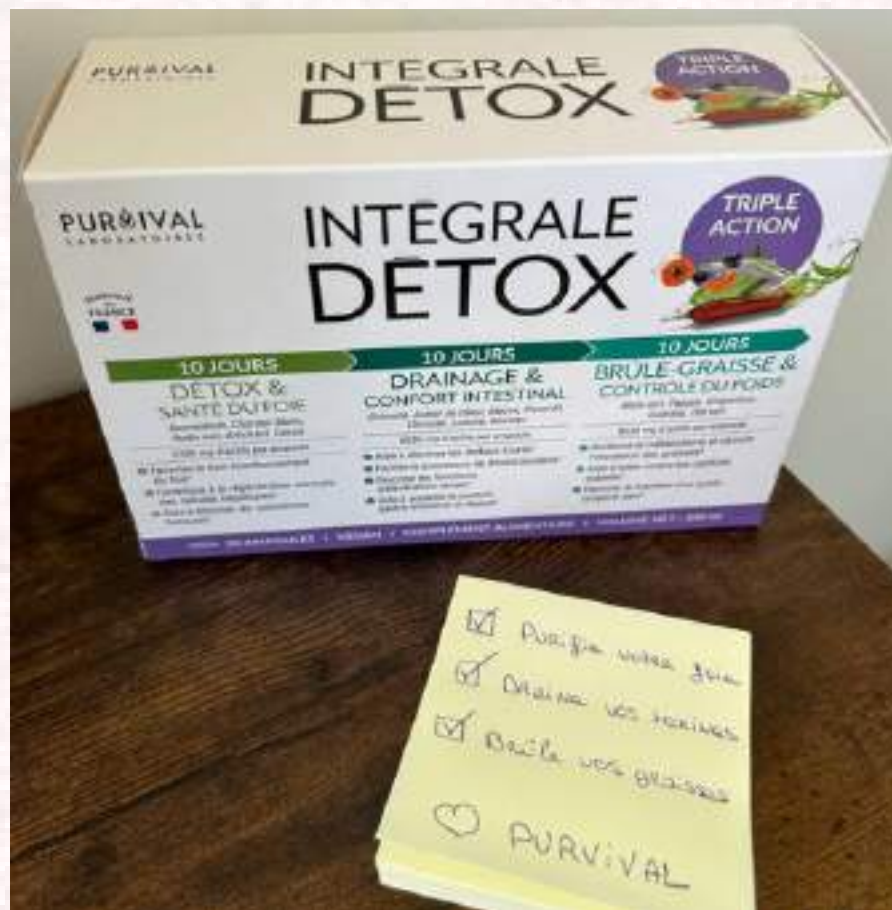
HAND-DRAWN AD



**DIETARY
SUPPLEMENT
BRAND.**

Dietary supplement.

Actual client - creative strategist & production
+50 ads created every months



PURIVAL

20X

PLUS PUISSANT
que les
jus détoxifiants



-25% sur la cure de 2 mois

PURIVAL

Se débarrasser des GAZ INTESTINAUX rapidement

Intégrale Détox



< Quick Notes

Pourquoi essayer une cure Intégrale Detox ?

- ✓ Purifie votre foie
- ✓ Expulse les toxines
- ✓ Brûle vos graisses
- ✓ + de 2000 personnes l'ont déjà adopté
- ✓ Produit 100% naturel à base de plantes
- ✓ De nombreuses études scientifiques
- ✓ Fabriqué en Normandie
- ✓ Laboratoire Ecocert & ISO 22000
- ✓ Garantie 100% satisfait ou remboursé

ESSAYEZ MAINTENANT

Dietary supplement •

Actual client - creative strategist & production
+50 ads created every months

3 REASONS



EXPERT ADS



VSL BROLLS



POST-IT



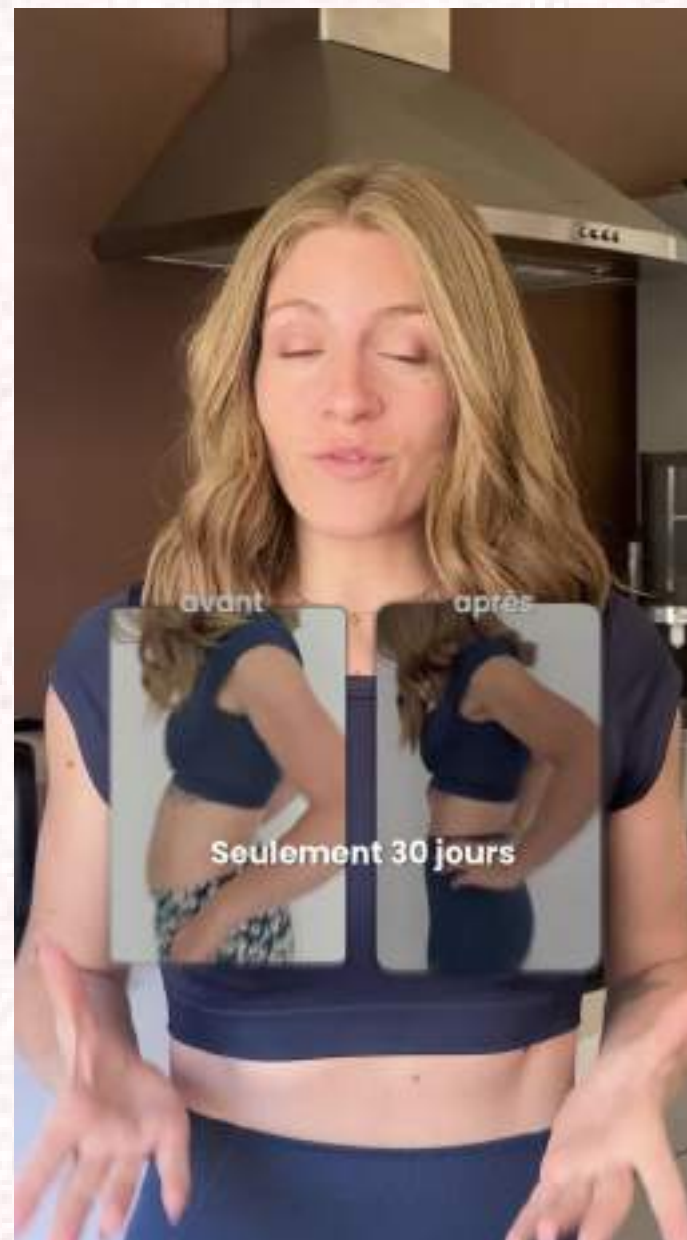
Dietary supplement ●

Actual client - creative strategist & production
+50 ads created every months

EDUCATIONAL



UGC BEFORE AFTER



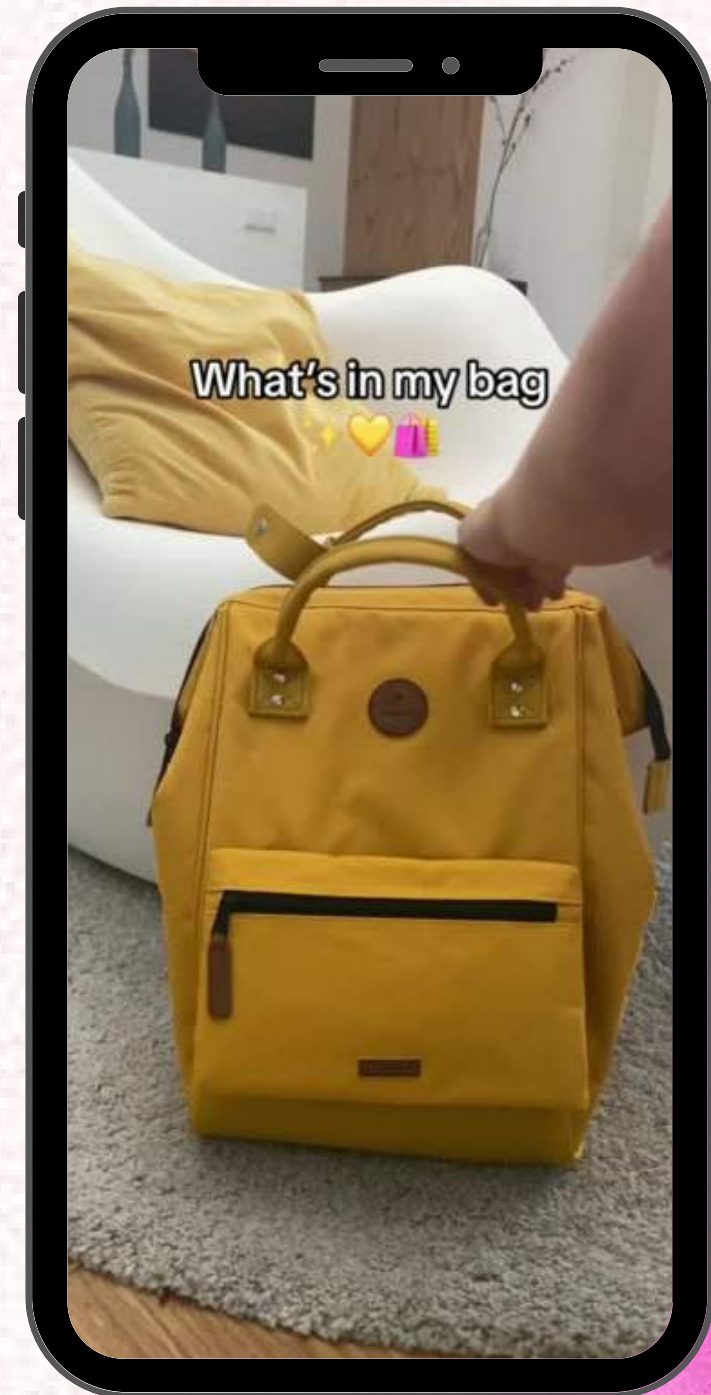
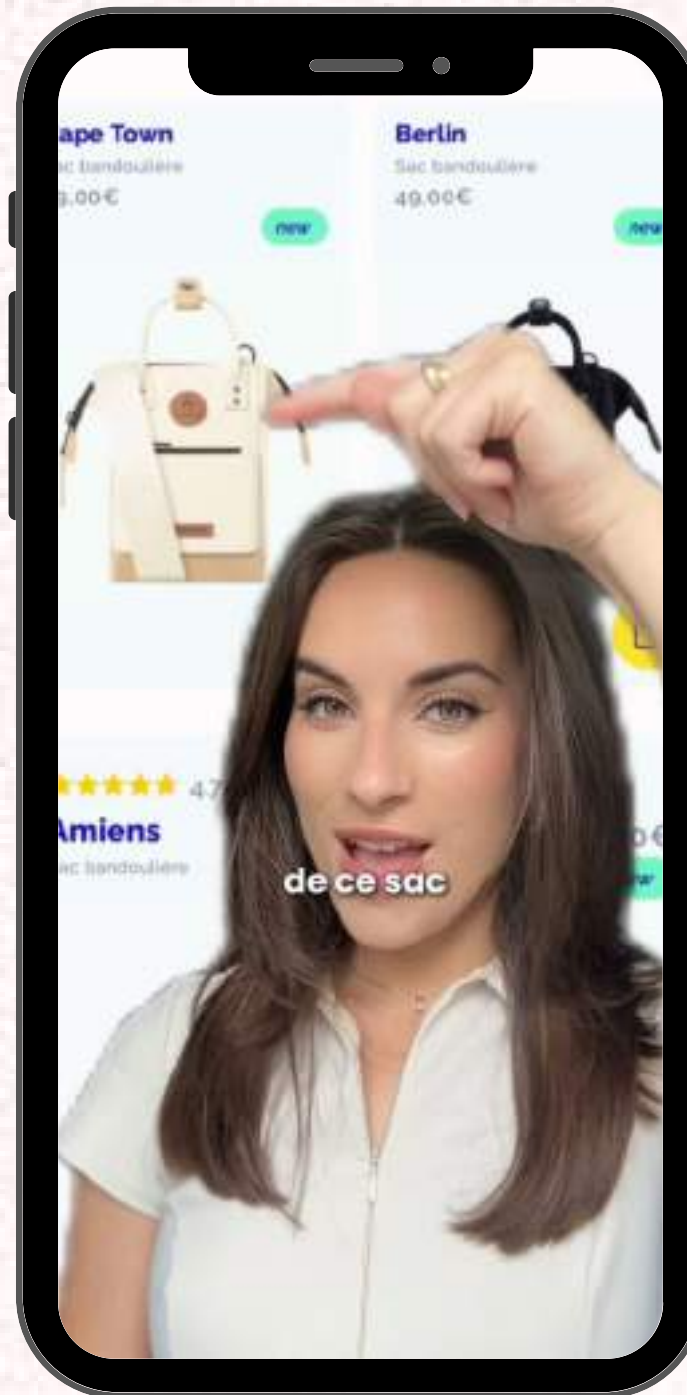
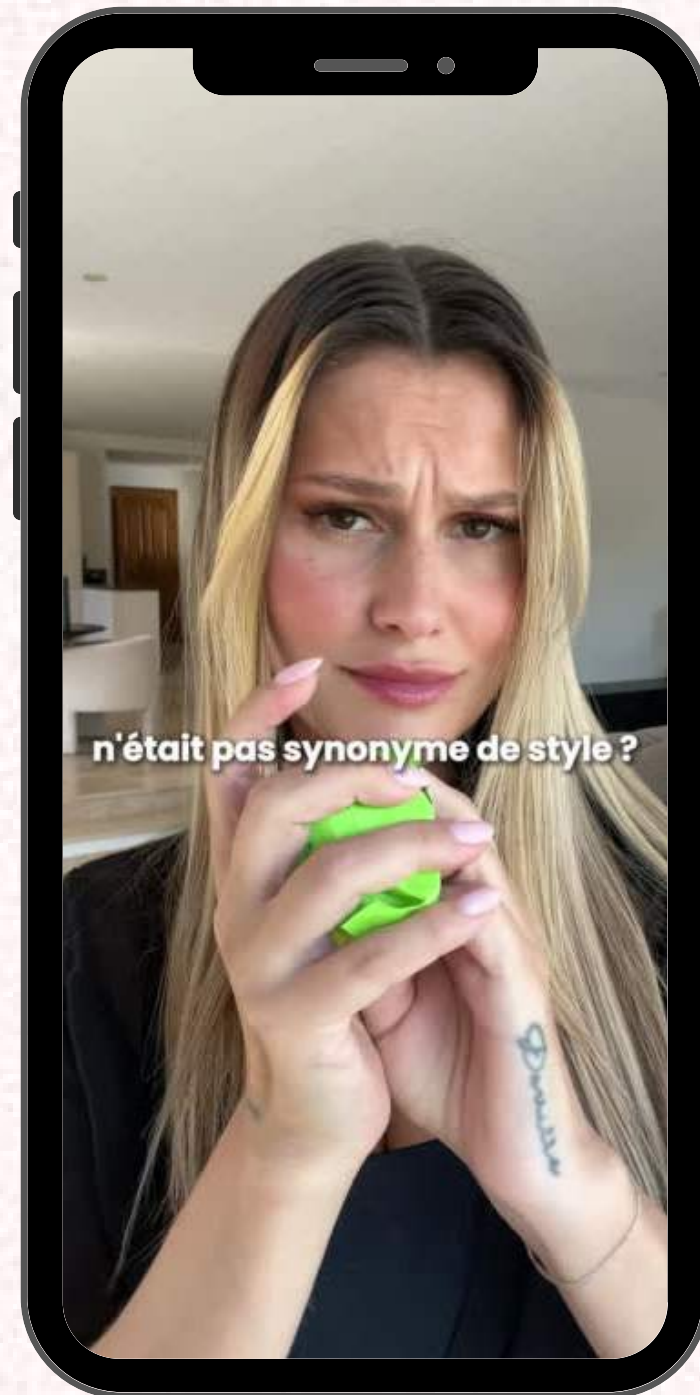
YAPPER



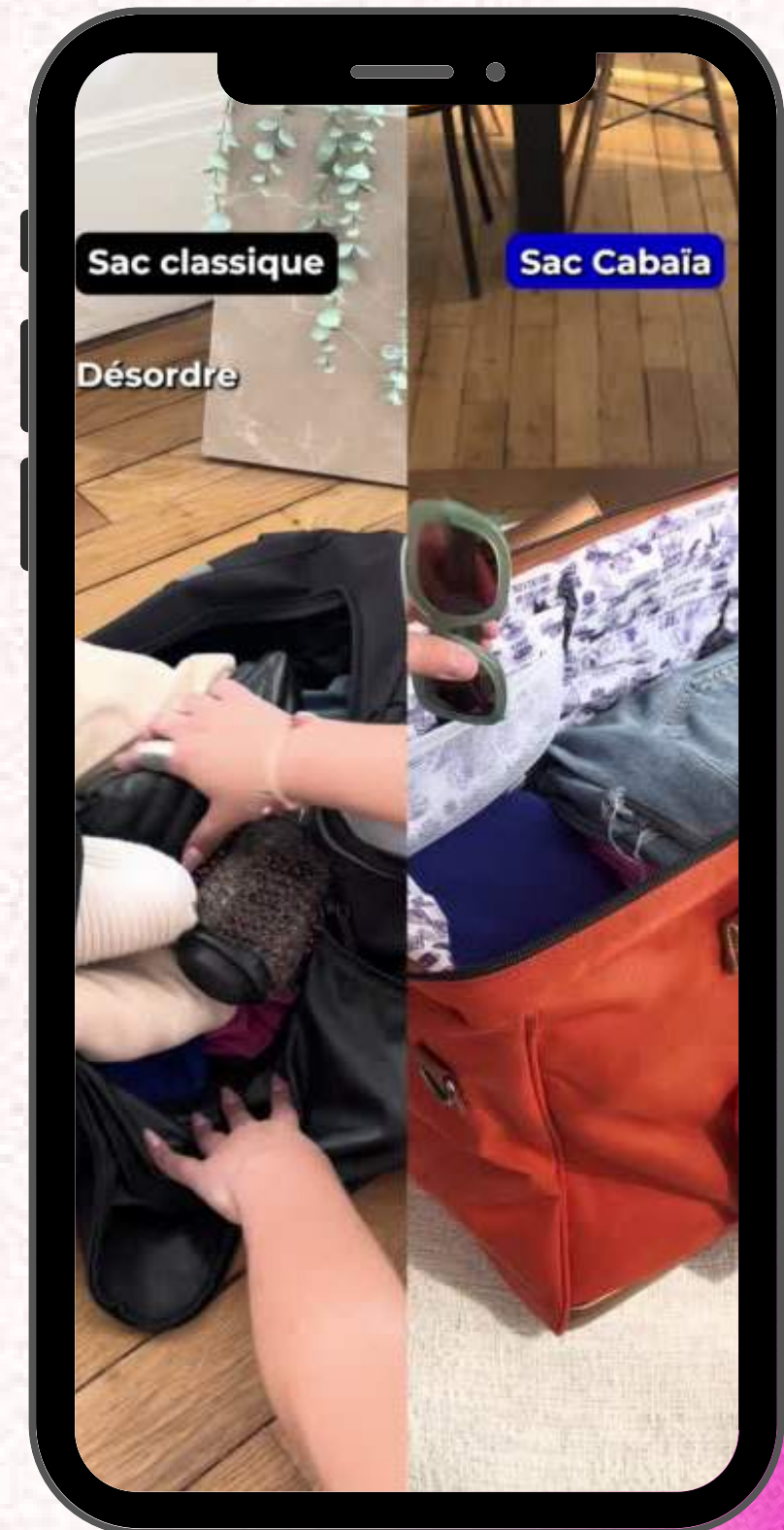
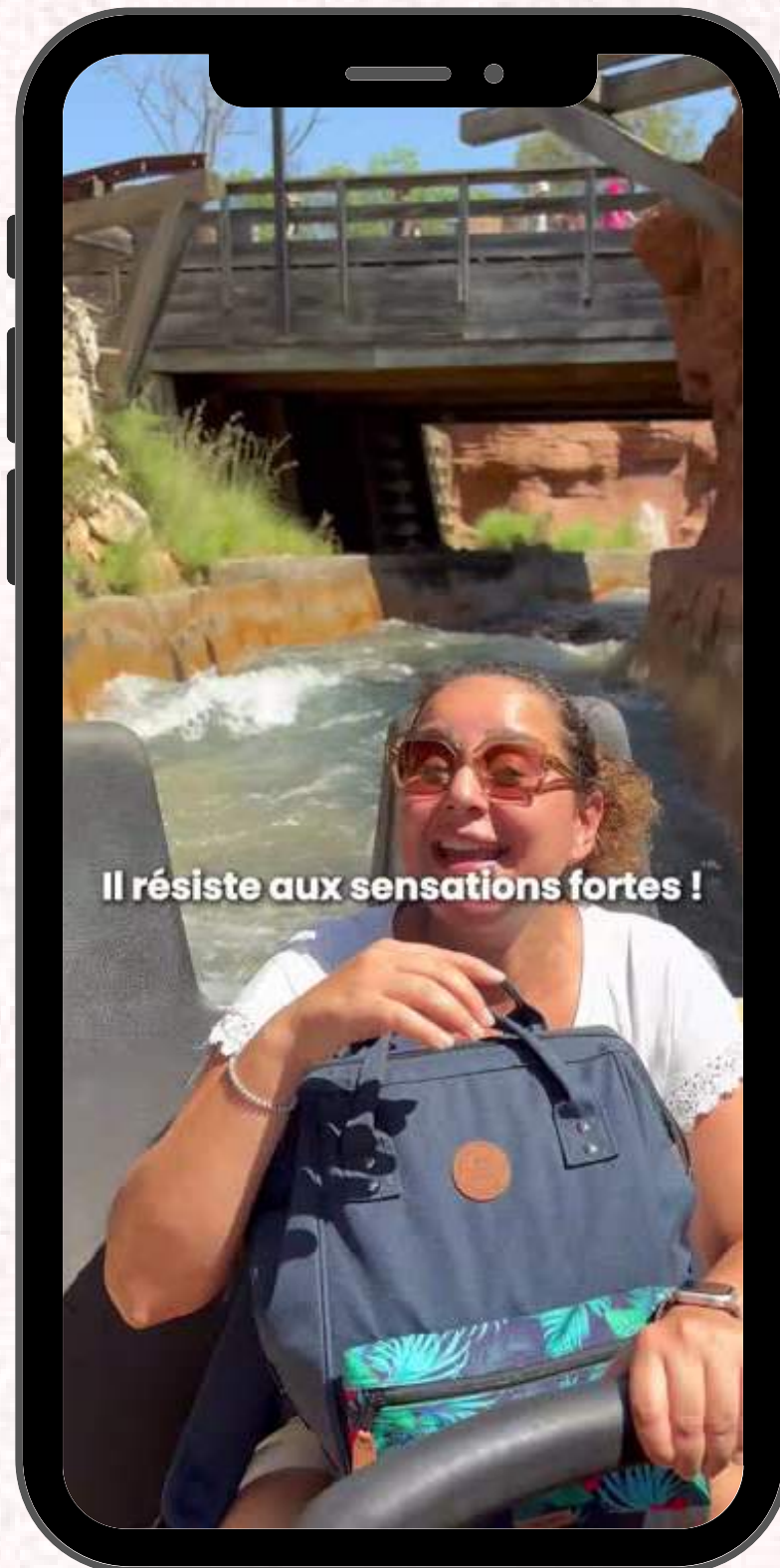
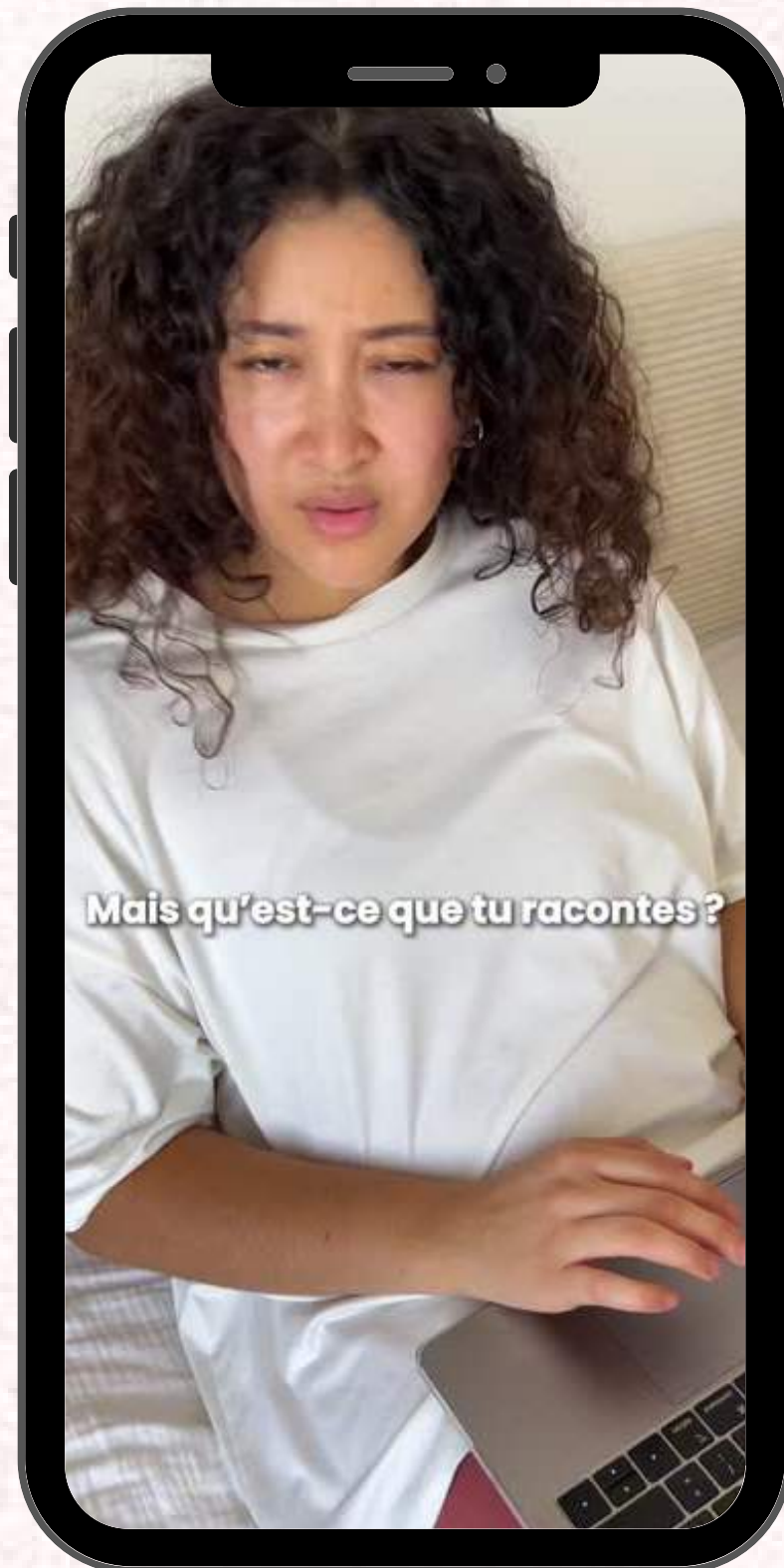
**BACKPACK
BRAND.**

CABAIA - BACKPACK BRAND.

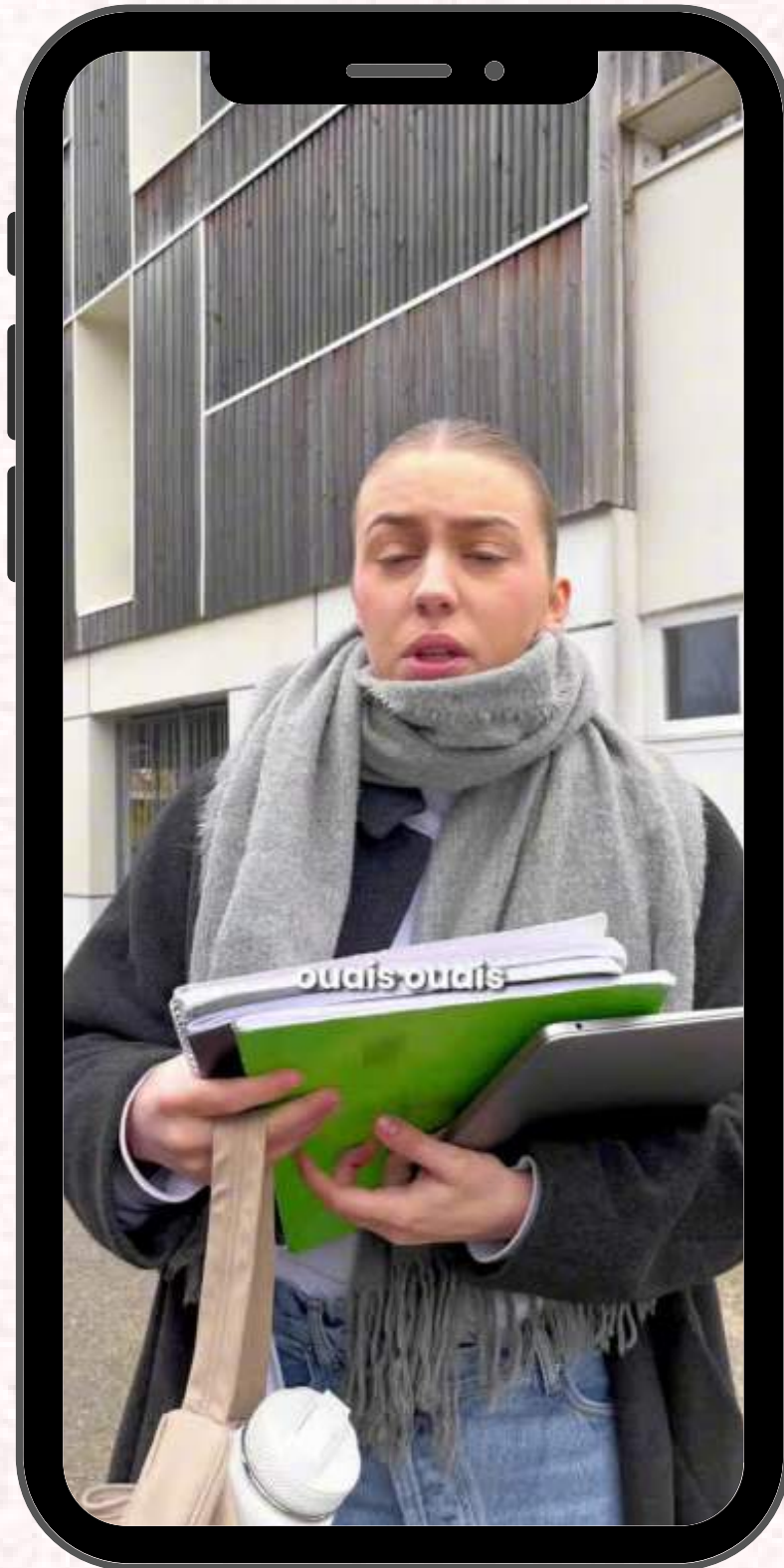
Actual client, Over 3000 UGC content pieces created in the past 3 years for the French market, Italy, Deutch and German.



CABAIA - BACKPACK BRAND.



CABAIA - BACKPACK BRAND.



**OTHERS
EXAMPLES.**

EPYCURE - Dietary supplement

STATICS

epyCure
LABORATOIRE

MOROSIL®

EFFICACITÉ PROUVÉE CLINIQUEMENT

↓ **7cm**
de tour de taille

↓ **6cm**
de tour de hanche

MINCEUR

epyCure

Boost  **métabolisme**

À vos marques,
prêts ? Brûlez !

BRÛLE-GRAS - RÉGULATEUR DE SUCRE

*Morosil® est une marque déposée de Biopact.



“ Je suis passée
d'un **42 à un 38,**
NATURELLEMENT



MINCEUR

epyCure

Boost  **métabolisme**

À vos marques,
prêts ? Brûlez !

BRÛLE-GRAS - RÉGULATEUR DE SUCRE

Trustpilot
★★★★★ 4.8

EFFICACITÉ PROUVÉE
CLINIQUEMENT

epyCure
LABORATOIRE



epyCure
LABORATOIRE

“ **Ça a remplacé
mon café du matin !**

— Anaëlle R.

- + Action **anti-fatigue** immédiate
- + Booste le **tonus** et la **vitalité** toute la journée
- + Goût **fraise - framboise**

MINCEUR

epyCure

Boost  **énergie**

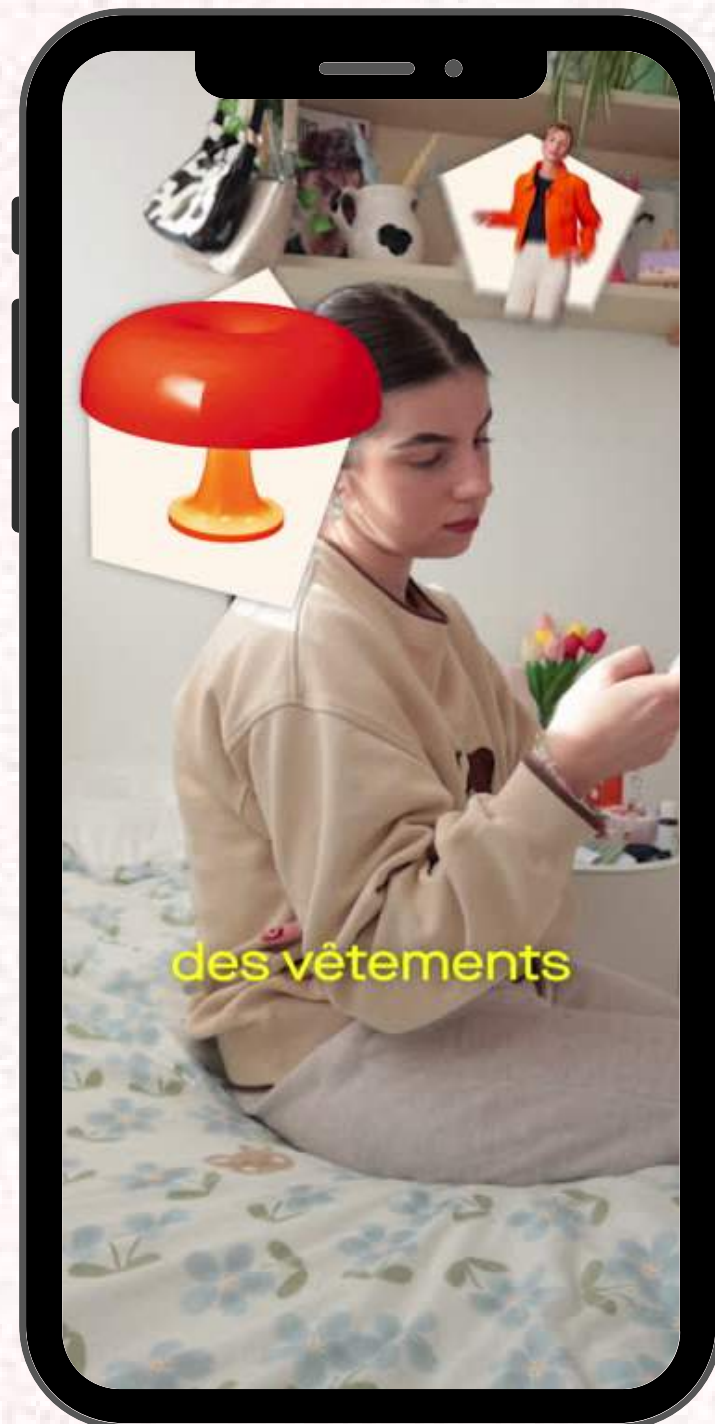
À vous le coup
de fouet !

VITALITÉ - ÉNERGIE - ANTI-FATIGUE

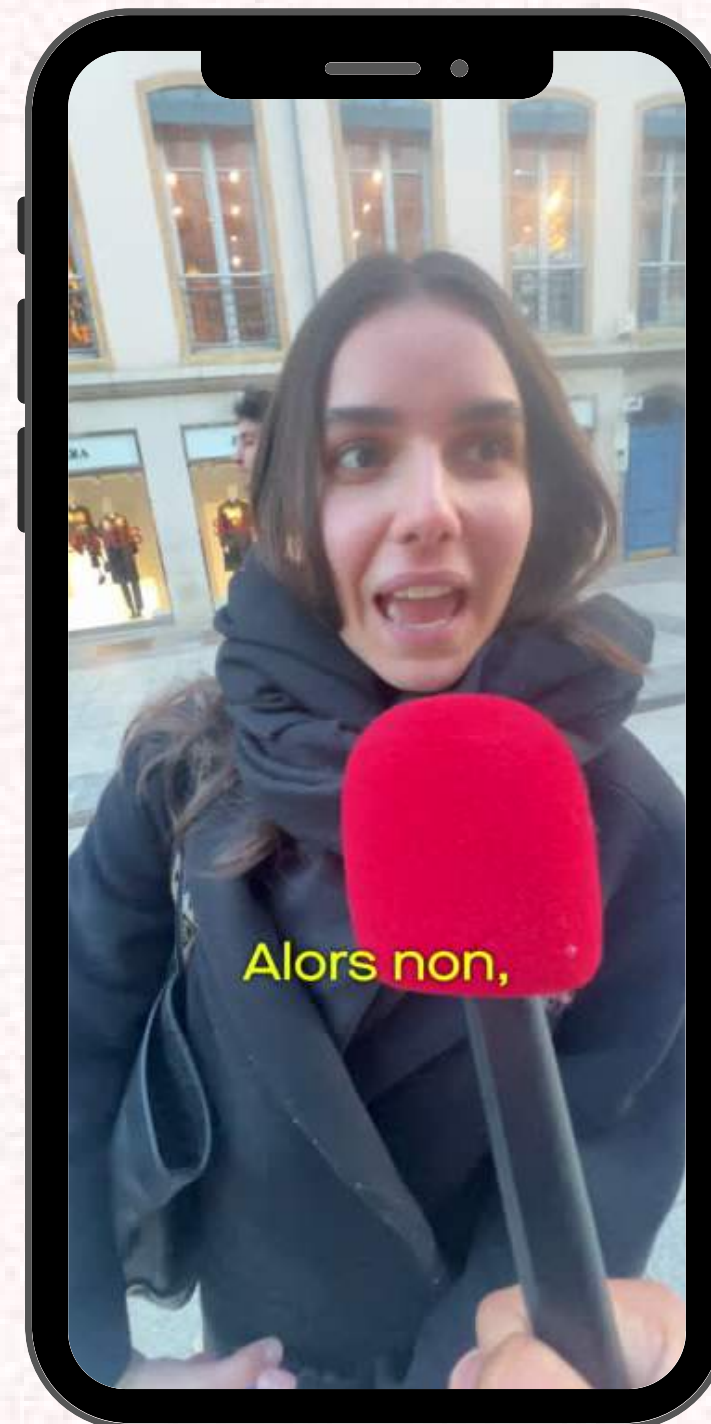


CHOOSE - app.

DYNAMIC

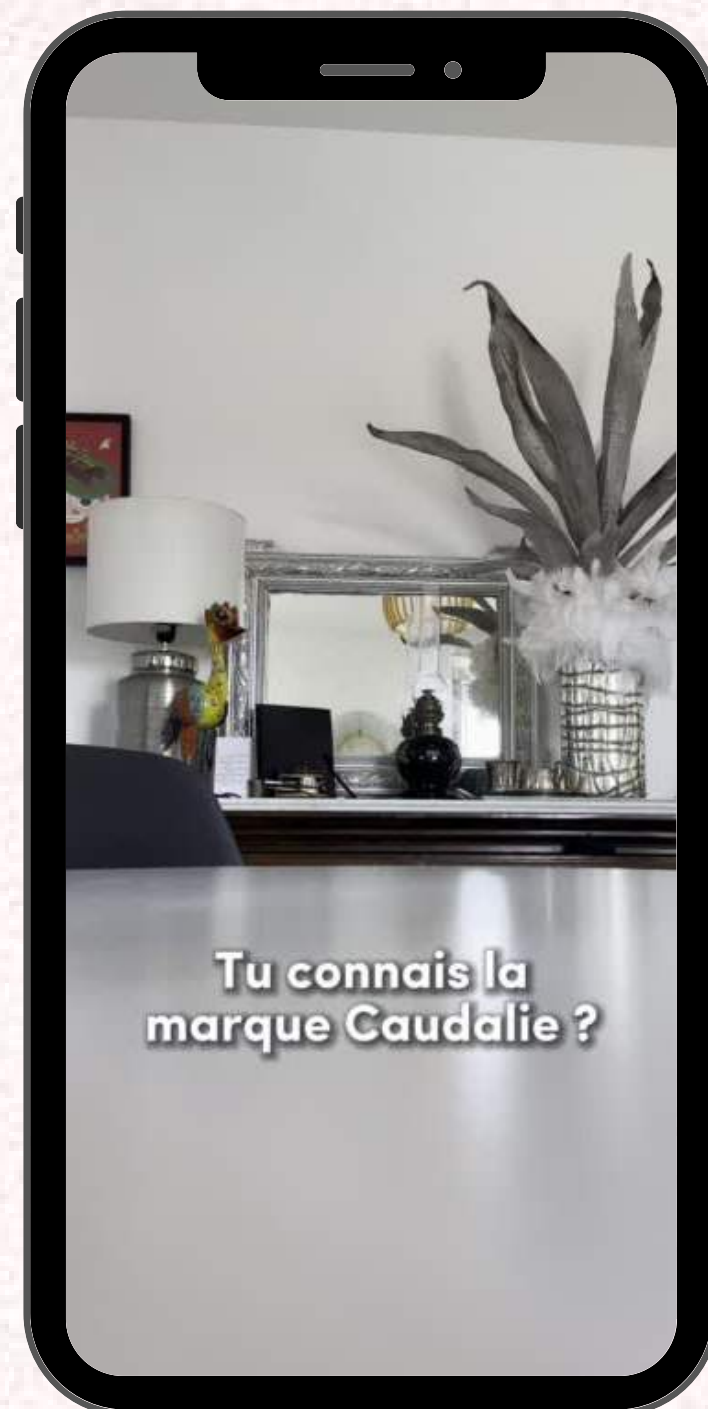


STREET INTERVIEW



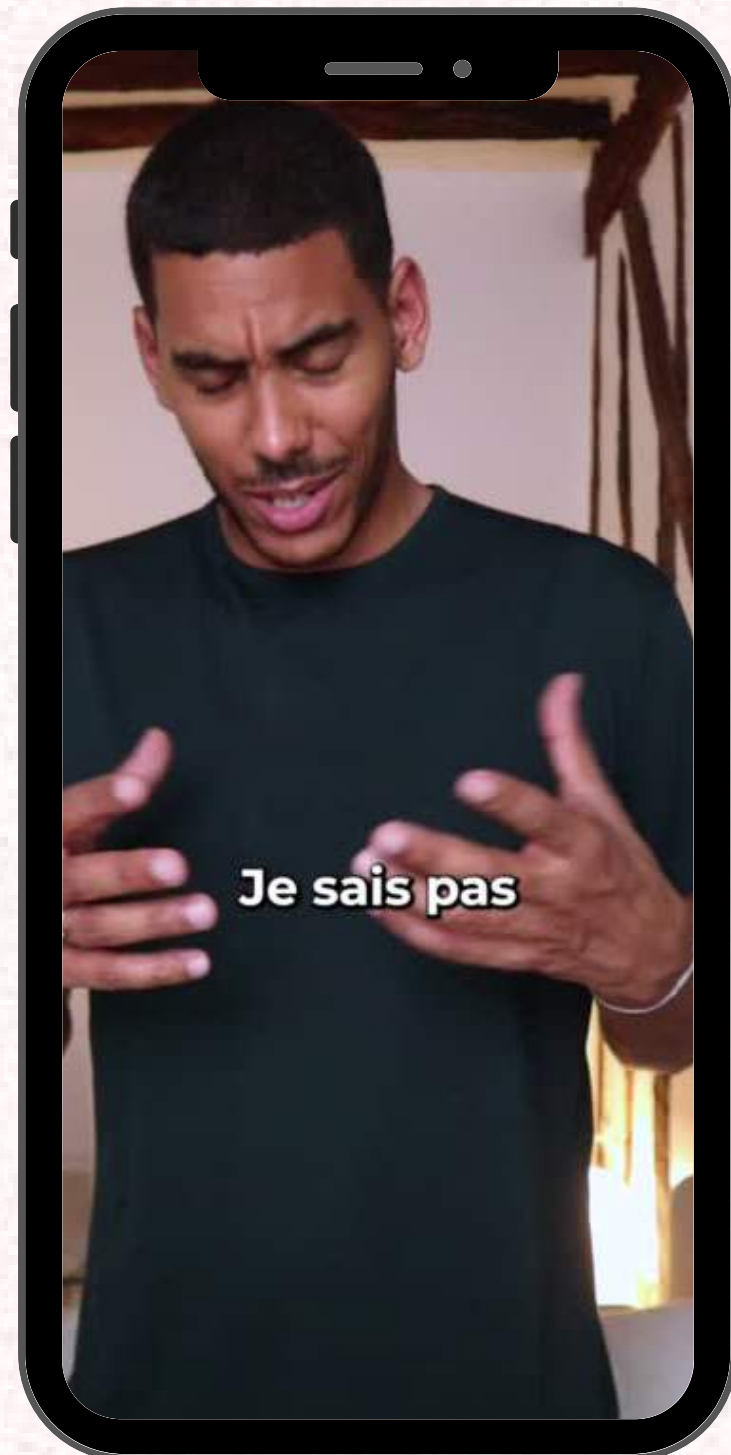
BLISSIM - beauty box.

UGC



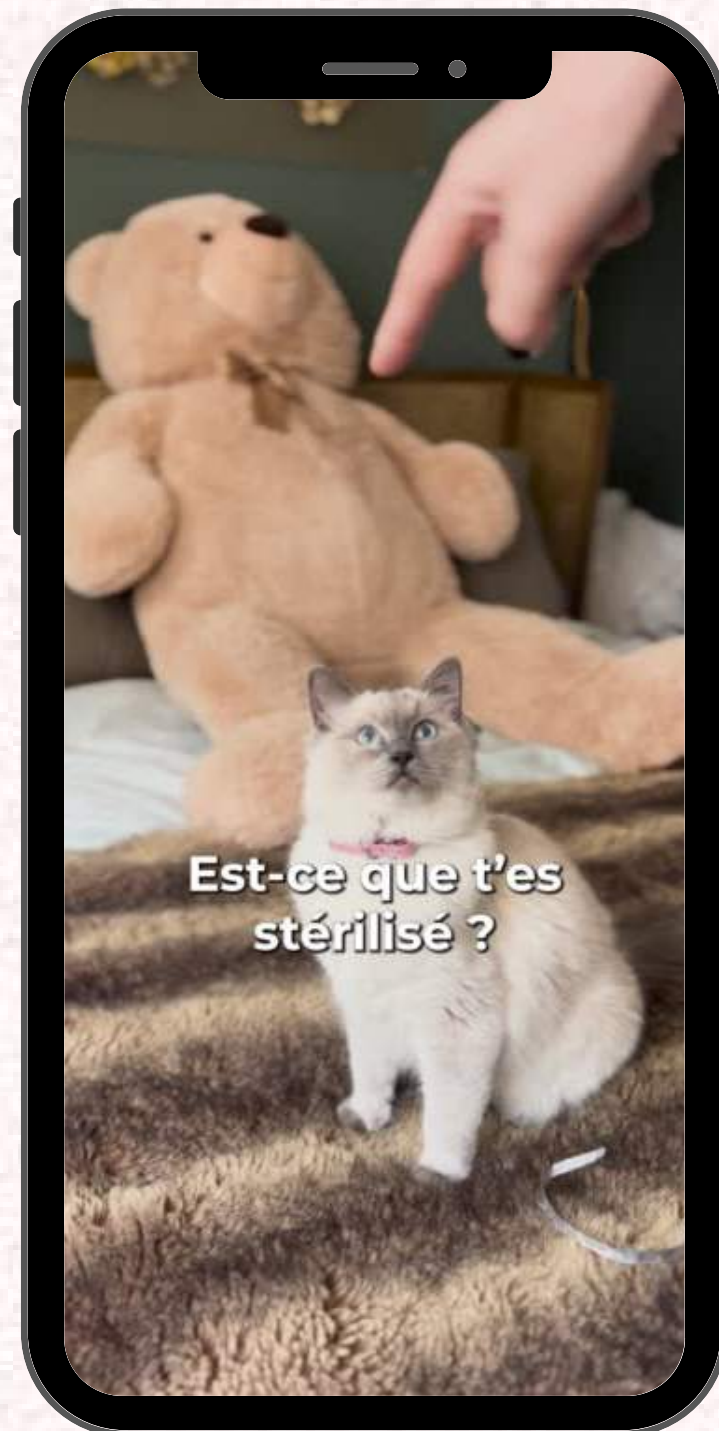
ASPHALTE - fashion brand.

UGC



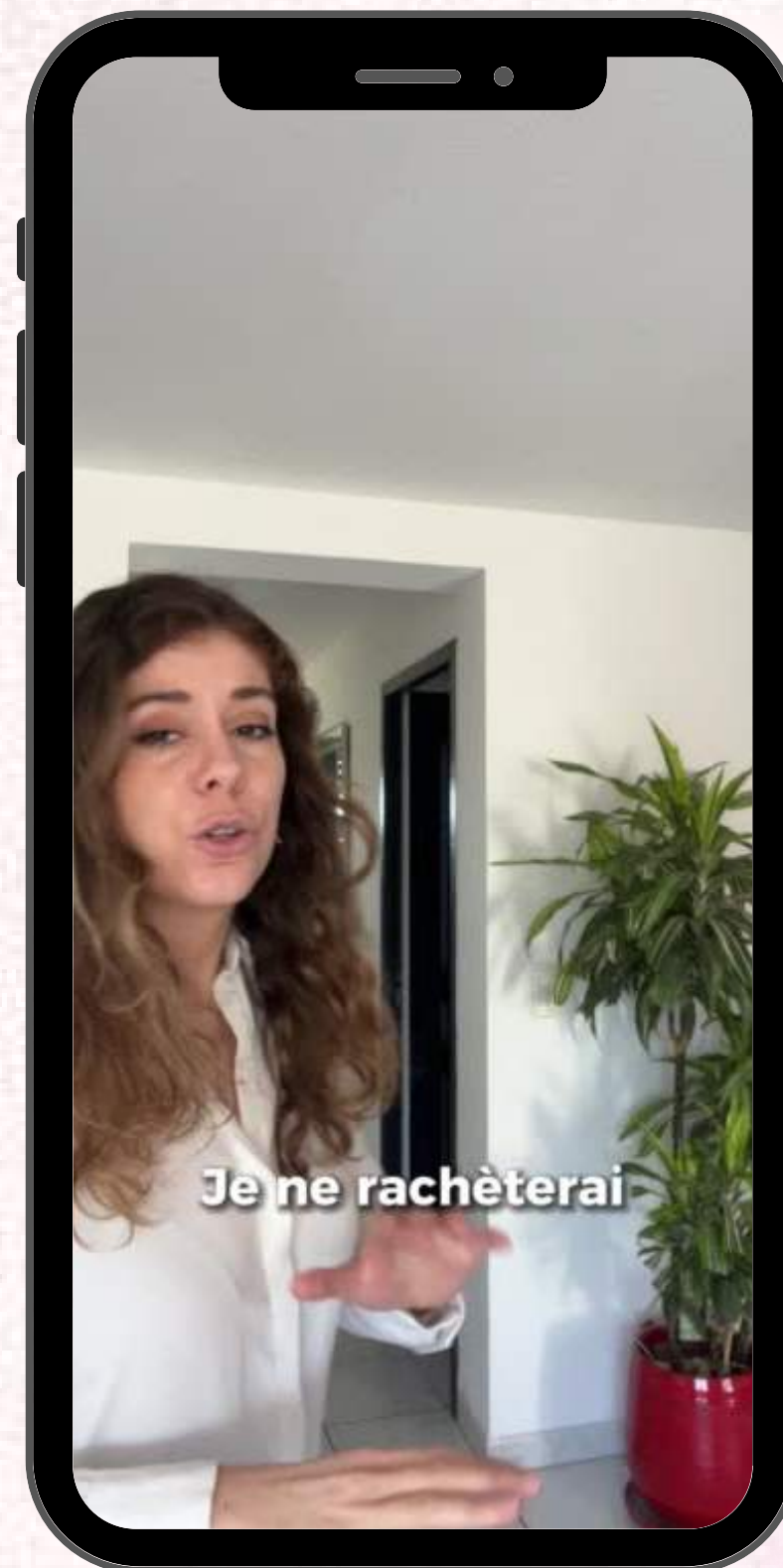
ULTRA PREMIUM DIRECT - pet food brand.

UGC



SPRING - Laundry detergent brand.

UGC



IDILI - skincare brand.

UGC



PROCESS.

1
**Account
Analysis**

2
Ideation

3
Scripting

4
Production

4
KPI Analysis

5
Optimisation

6
**Variations
winners & New
test launches**

contact.

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+33659820483

linkedin