



THE WORLD'S FIRST ACADEMY FOR **CREATIVE STRATEGISTS**

● Curriculum 2026



Dear *Marketer*,

By enrolling in Ad Creative Academy you will be making one of the most important decisions of your creative career. While 90% of creative professionals are about to be blindsided by the AI revolution, you're positioning yourself to thrive in it.

Let's be honest, the creative landscape is transforming faster than at any point in history. What worked six months ago doesn't work today. Platforms change. Algorithms shift. And the volume of creative content needed to succeed has exploded beyond what any human team can manually produce.

That's why you're here. Because you recognize that the next generation of Creative Strategists won't just be creative thinkers—they'll be AI-powered creative forces who can generate, test, and scale winning campaigns with unprecedented speed and precision.

So get ready to roll up your sleeves. We're going to dive deep into creative strategy, direct response psychology, scriptwriting, creative production, testing and iteration all powered by AI workflows that will fundamentally change how you approach advertising.

The future belongs to those who can harness human creativity and AI capabilities together.

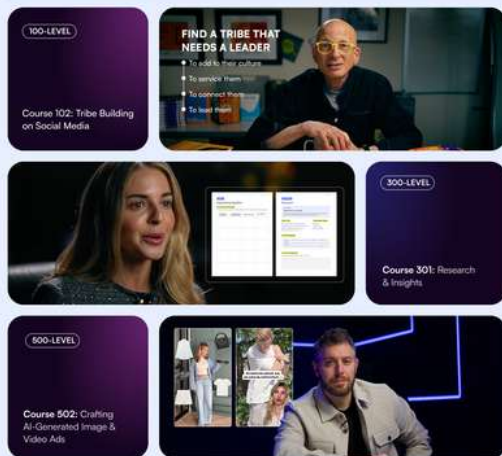
And that future starts right now.

Ad Creative Academy Faculty



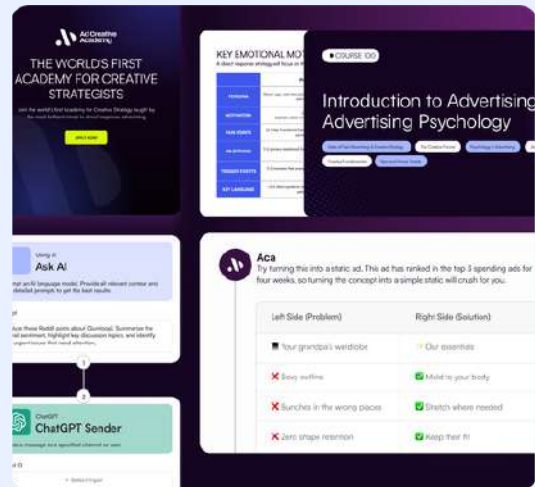
WHY AD CREATIVE ACADEMY?

The World's First Professional Certification for AI-Driven Creative Strategy



Tactical Lessons & Workshops

Learn from world-class creative strategists, industry experts, and ad network insiders who will teach you exactly what is working in the advertising world.



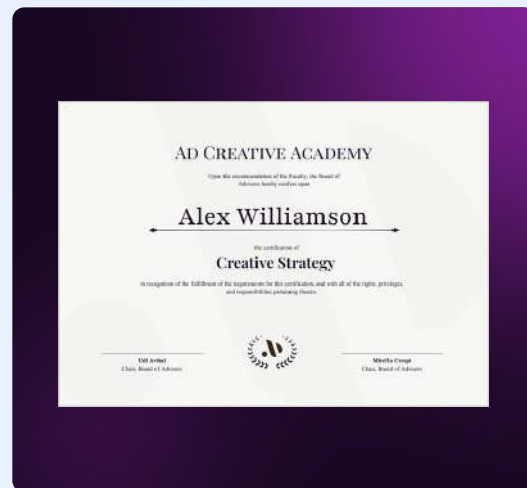
Worksheets & AI Workflows

Download all worksheets, brief templates, detailed AI prompts, and full workflows so you can use it across every step of your creative process to produce world-class ads. Plus get on-demand help with the Ad Creative Academy AI Mentor, powered by the best creative strategists in the world.



Access Careers Marketplace & Alumni Community

Access exclusive job opportunities only for Academy Graduates and join the inner circle of an exclusive community driving the future of Creative Strategy.

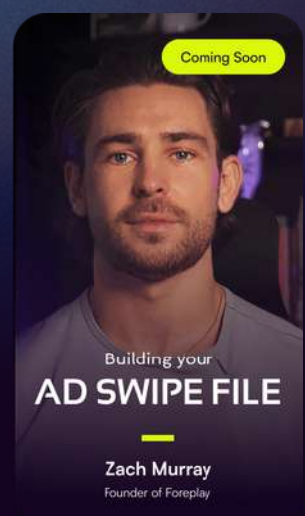
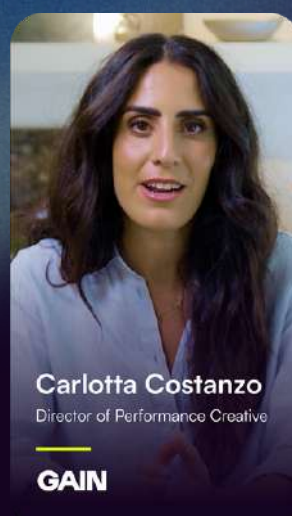
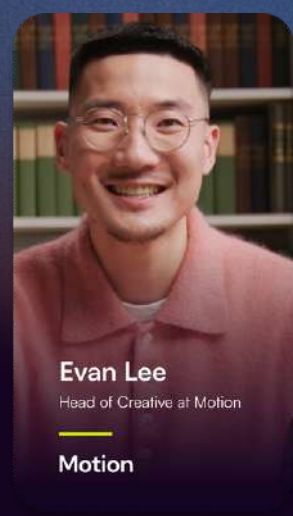
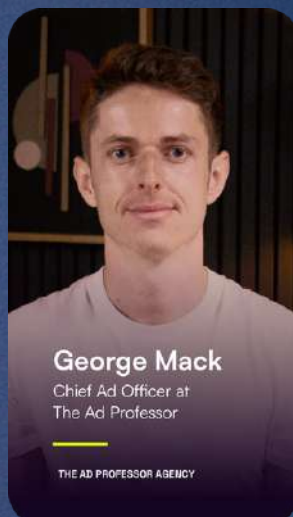
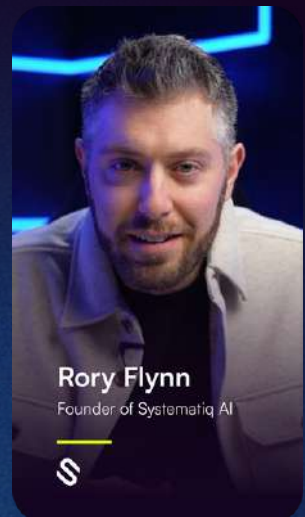
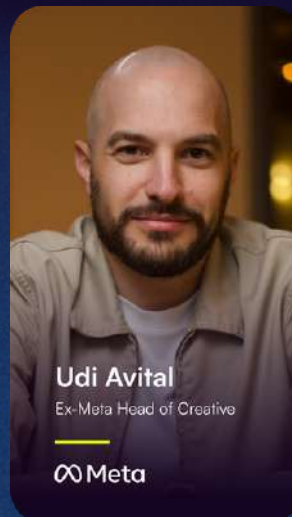


Stand out with a Creative Strategy Certificate

Display your professional certification on your resume and LinkedIn Profile to help you land your dream job or earn a promotion.

Meet the Faculty

These are the minds that shaped the Ad Creative Academy Curriculum. They all bring a unique set of skills, experience and insights to the program and have been carefully chosen to deliver expert knowledge you won't find anywhere else.



WHO IS AD CREATIVE ACADEMY FOR?

An Educational Experience Crafted For You

Your Creative Strategy Certification will equip you with real-world creative strategy skills to become a world-class creative strategist, become more efficient with the use of AI, and ultimately advance your career.



This program is for you if...

- You want to craft ads that **drive conversions** and **maximize results**
- You want to impress clients with **professional pitch decks and reports**
- You aim to stay ahead of the **latest creative trends and technologies**
- You want to **scale creative production** efficiently across multiple industries
- You're seeking a **career change**
- You want to grow as a **professional**
- You want to become an **AI-powered Creative Strategist**
- You need to **train your team** in AI

WHO IS AD CREATIVE ACADEMY FOR?

Developing the Next Generation of Creative Strategists

Ad Creative Academy is about equipping you with real-world creative strategy skills. Our graduates become leaders, strategists who know how to blend creative storytelling with data, leverage AI to enhance performance, and make ads that work.



Learn at Your Pace with Lifetime Access

Designed to be completed in 2-3 months.



Globally Recognized Certification

Become a Certified Creative Strategist and elevate your career.



Build an AI-Powered Creative Machine

Engineer prompts, master generative tools and AI workflows to build a creative production engine that multiplies output, slashes costs, and keeps you perpetually ahead of the curve.



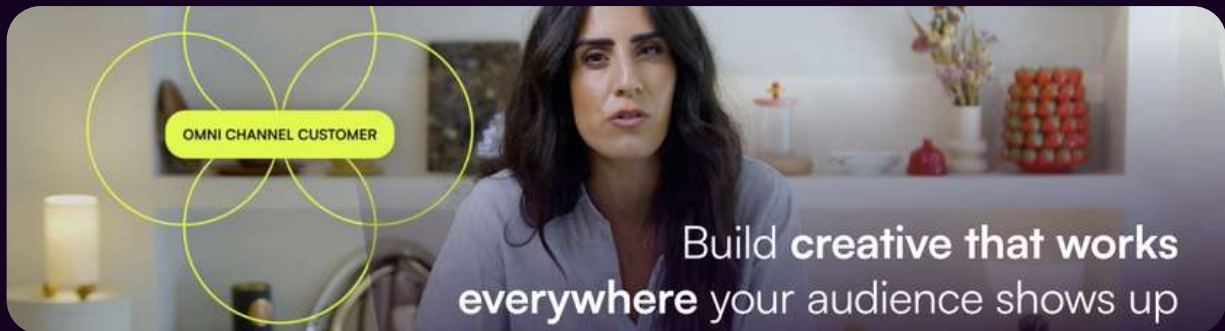
Tactical Lessons & Workshops

Become a Certified Creative Strategist and elevate your career.

OUR MOST WATCHED COURSES

From finding insights to building strong creative workflows, our most popular lessons give students the practical skills that **matter most right now**.

Course 203 Cross Channel and Funnel Strategy | Carlotta Costanzo



Understand how to map platforms to the customer journey and build creative that performs across every touchpoint.

Course 301 Research for Creative Strategy | Mirella Crespi



Learn how to analyse performance, uncover audience insights, and turn research into creative concepts that drive results.

Course 703 Sprint Planning and Creative Volume | Chloe Rhys



Learn how to plan creative sprints and build a system that keeps your pipeline fast, organised, and producing winning ads.

BECOME A CERTIFIED CREATIVE STRATEGIST

The Curriculum

Ad Creative Academy offers a modern educational program for aspiring creative strategists

Commitment
2 MONTHS

Format
**100%
ONLINE**

Certification
**CERTIFIED
CREATIVE
STRATEGIST**

Access
LIFETIME

100-Level Intro to Advertising & State of the Industry

200-Level Platform-Specific Advertising: Meta, Tiktok & Google Ads

300-Level Research & Insights

400-Level Creative Strategy & Ideation

500-Level Content Creation, Production & Generative AI

600-Level Creative Testing

700-Level Performance Analysis & Optimization

800-Level AI-Powered Creative Strategy

900-Level Final Exam

LEVEL 100

Introduction to Advertising & State of the Industry

Master the foundational principles that separates advertising from noise. This level builds your understanding of consumer psychology, platform shifts, and creative structure, forming the foundation for ads that perform.

🕒 2 HR 21 MINS

📄 5 COURSES

★ 2 CASE STUDIES

✍️ 6 QUIZZES

Why This Level Matters ↓

Most advertisers chase tactics before understanding why people buy. Level 100 covers how iOS privacy updates reshaped advertising, why 95% of decisions happen subconsciously, and how to break any ad into optimizable parts. This framework turns random ideas into repeatable performance.

What You'll Master ↓

- ✓ Build loyal audiences through permission-based marketing
- ✓ Use psychology to influence subconscious decisions
- ✓ Break down ads into modular building blocks
- ✓ Match creative to audience awareness stages
- ✓ Understand how AI improves creative strategy
- ✓ Turn weak ads into winners using inversion thinking

Featured Faculty ↓



Seth Godin

Author of Purple Cow & This is Marketing. One of Fortune's top business thinkers.



Mirella Crespi

Founder of Creative Milkshake. Former creative strategist managing \$50M+ annual ad spend and trainer of 10,000+ marketers worldwide.



George Mack

Chief Ad Officer at The Ad Professor. Known for applying mental models to advertising.



Reza Khadjavi

CEO of Motion, the creative analytics platform used by top DTC brands and expert in AI-powered creative strategy.

COURSE 101

Tribe Building on Social Media

Master the core principles of tribal marketing to build devoted communities instead of chasing vanity metrics.

🕒 60 MINUTES

📖 6 MODULES

★ 4 FRAMEWORKS

Key Skills ↘

- ✓ Apply permission marketing to build audience trust
- ✓ Understand network effects that amplify community growth
- ✓ Position your brand as a generous act of service
- ✓ Identify and serve your smallest viable audience



About the Module ↘

What if success in advertising is not about reaching more people, but serving the right ones better? This module unpacks the shift from mass marketing to community-driven growth.

Seth Godin reveals how to earn attention through permission, generosity, and service. You will learn to ask the essential strategic questions “Who is it for?” and “What is it for?” before creating any campaign.

State of Paid Social Advertising & Consumer Psychology

Master consumer psychology frameworks that drive purchasing decisions and adapt to the creative-first advertising landscape.

🕒 35 MINUTES

📁 6 MODULES

📄 2 WORKSHEETS

📋 5 FRAMEWORKS

Key Skills

- ✓ Apply Maslow's Hierarchy to target emotional needs
- ✓ Use the Life-Force 8 drives in creative messaging
- ✓ Align ads with the 5 stages of market awareness
- ✓ Understand subconscious decision-making in the buyer journey



About the Module

Why do 95% of purchase decisions happen subconsciously? And how did iOS privacy updates turn creative into the main targeting tool?

This module explores how creative strategy now drives paid social success. Mirella Crespi introduces key consumer psychology frameworks, Maslow's Hierarchy, the Life-Force 8, and Market Awareness, to help you trigger emotion, influence action, and craft ads that connect with audiences at every stage.

Worksheets

📖 Creative Strategist's Consumer Psychology Worksheet

📖 AI Prompts for Creative Strategists: Consumer Psychology Edition

Creative Fundamentals

Learn the modular building blocks framework that enables surgical optimization of any advertising creative.

🕒 25 MINUTES

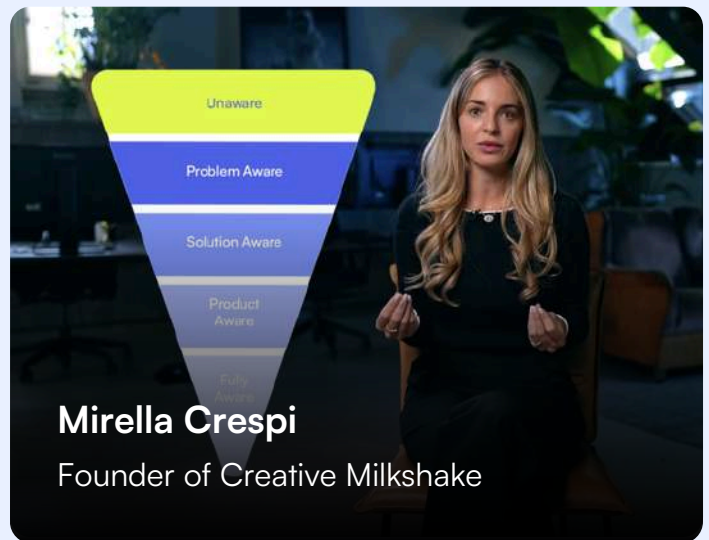
📄 6 MODULES

📋 1 WORKSHEET

📋 2 QUIZZES

Key Skills ↘

- ✓ Break ads into hook, body, and CTA components
- ✓ Apply the First 3 Seconds Rule for maximum impact
- ✓ Optimize ads surgically instead of rebuilding from scratch
- ✓ Understand the 10 angle types for creative diversity



Mirella Crespi

Founder of Creative Milkshake

About the Module ↘

What if you could improve any ad by understanding its core parts? This module introduces the Building Blocks framework that helps strategists analyze and refine ads with precision.

Mirella Crespi shows how to deconstruct creative into hook, body, CTA, product, and person blocks to guide focused iteration. You'll learn to identify when small tests outperform full rebuilds, apply the First 3 Seconds Rule, and use 10 proven angle types to expand creative range.

Worksheets ↘

📖 Ad Building Blocks Analysis

📖 AI Prompt for Ad Building Blocks Analysis

📖 AI Prompts for Creative Analysis & Development

📖 The 10 Types of Angles Worksheet

How to Make ~~Terrible~~ Great Ads

Learn the inversion technique that reveals what makes ads exceptional by first understanding failure.

🕒 25 MINUTES

📄 4 MODULES

📋 1 FRAMEWORK

Key Skills

- ✓ Learn the four biggest mistakes most advertisers make
- ✓ Master the psychology behind scroll-stopping copy
- ✓ Discover how to write ads people actually share



About the Module

Learn why understanding bad ads is the fastest way to make great ones. Using Charlie Munger's inversion technique, George Mack shows how to spot failure patterns and turn them into winning creative principles.

You'll uncover why facial expressions are a stronger predictor of ad success than focus groups, and how to design shareable content built for the group chat.

COURSE 105

The AI-Powered Creative Strategist - Conversation with Reza Khadjavi

Explore how creative strategists evolved into essential polymaths and discover practical AI implementation strategies.

🕒 40 MINUTES

📄 3 FRAMEWORKS

Key Skills

- ✓ Understand how AI is reshaping creative strategy
- ✓ Build and sustain a creative flywheel powered by AI
- ✓ Scale creative output and drive greater organizational impact



About the Module

The iOS 14 update redefined targeting and created demand for “unicorn marketers” who unite strategy and execution. In this conversation, Reza Khadjavi, CEO of Motion, explains how creative strategists became the most valuable marketers in the industry.

You’ll learn why a strong creative flywheel must come before AI adoption, and how to stay indispensable by operating at higher strategic levels and enabling teams through intelligent automation.

LEVEL 200

Platform-Specific Advertising

Learn how to build creative that aligns with the rules of the platform, not just the algorithm. This certified course trains you to create and optimize native ads for Meta, TikTok, and Google using each platform's tools, formats, and compliance checklists.

 1 HR 30 MINUTES

 3 COURSES

 3 QUIZZES

Why This Level Matters

Polished brand ads don't perform on TikTok while raw creator content converts. On Meta, broad targeting beats narrow segmentation, and Google requires intent-driven creative instead of interruption.

Level 200 teaches you to master platform-specific nuances that make ads feel native, not intrusive. You'll learn algorithm mechanics, compliance essentials, and creative tactics that perform within each platform's unique ecosystem.

What You'll Master

- ✓ Use Meta's auction formula and broad targeting for efficiency
- ✓ Create sound-first, entertainment-driven TikTok content
- ✓ Capture high-intent traffic through Google Ads
- ✓ Build omnichannel strategies balancing push and pull tactics
- ✓ Optimize for Meta's 1.7-second attention window
- ✓ Apply TikTok's trend framework of Moments, Forces, and Shifts

Featured Faculty



Ashley Vinson

Outcome Company. Expert in Meta advertising fundamentals and algorithm optimization.



Mirella Crespi

Founder of Creative Milkshake. Specialist in platform-native creative strategies across all social channels.



Carlotta Costanzo

Cross-channel strategy expert. Focuses on omnichannel customer journeys and platform integration.

Mastering the Essentials of Meta Ads

Master Meta's advertising ecosystem including the algorithm, auction system, and sophisticated targeting capabilities.

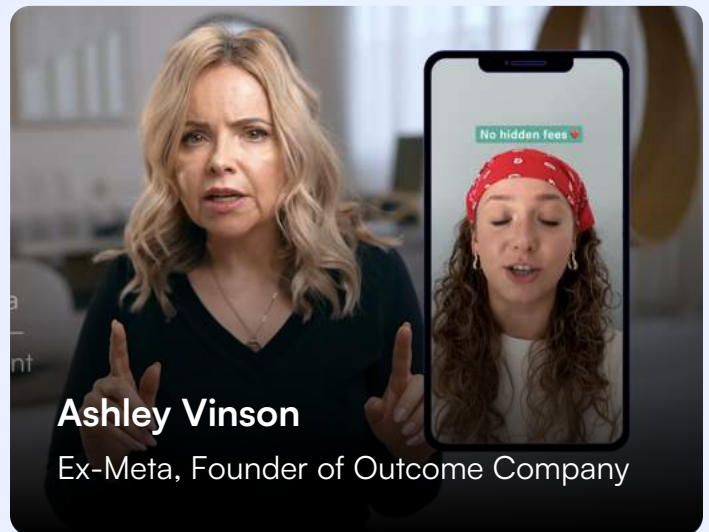
🕒 62 MINUTES

📁 7 MODULES

📋 2 FRAMEWORKS

Key Skills

- ✓ Grasp Meta's ad auction and optimization logic
- ✓ Use broad targeting for efficient scaling
- ✓ Capture attention within 1.7 seconds
- ✓ Navigate Facebook, Instagram, and Audience Network



Ashley Vinson

Ex-Meta, Founder of Outcome Company

About the Module

Broad targeting often beats narrow demographics on Meta because it gives the algorithm more room to optimize. This module covers the core principles of Meta advertising across its family of apps.

Ashley Vinson from Outcome Company explains how Meta's auction system works through bid, estimated action rate, and user value. You'll learn why attention lasts only 1.7 seconds and how to create scroll-stopping ads that perform at scale.

Platform-Specific Advertising - TikTok

Explore how creative strategists evolved into essential polymaths and discover practical AI implementation strategies.

🕒 14 MINUTES

📁 6 MODULES

📁 3 PLATFORM STRATEGIES

Key Skills

- ✓ Create sound-first ads that tap into TikTok's audio culture
- ✓ Design vertical, authentic, creator-style content
- ✓ Apply TikTok's trend framework of Moments, Forces, and Shifts
- ✓ Balance creator authenticity with brand messaging



Mirella Crespi

Founder of Creative Milkshake

About the Module

TikTok rewards raw, entertaining content over polished brand ads. This module explains why the platform demands a unique, sound-driven creative approach.

Mirella Crespi shows how to design for an ecosystem where most users watch with sound on and trends evolve fast. You'll learn to use TikTok's framework of Moments, Forces, and Shifts to know when to join a trend and when to start one.

Cross Channel Strategies

Master multi-platform advertising by balancing push and pull strategies throughout the customer journey.

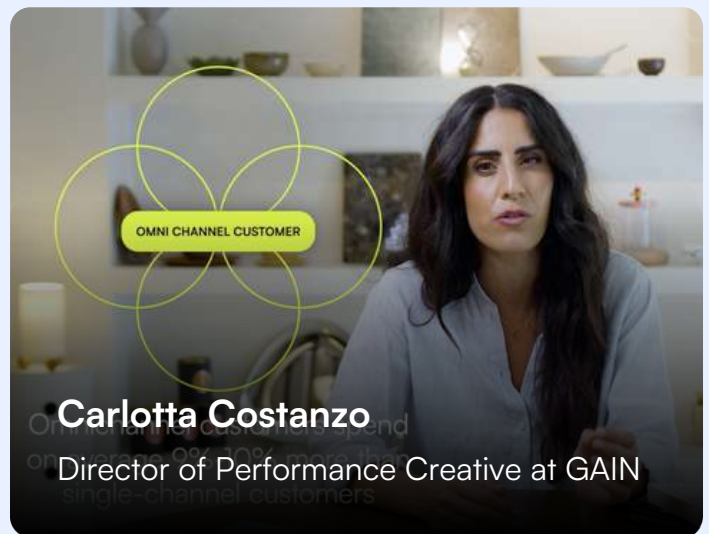
🕒 40 MINUTES

📄 3 MODULES

📄 1 AI PROMPT

Key Skills ↘

- ✓ Build omnichannel strategies that drive customer value
- ✓ Balance push and pull tactics across platforms
- ✓ Adapt creative while maintaining brand consistency
- ✓ Map content types to each funnel stage



Carlotta Costanzo

Director of Performance Creative at GAIN

About the Module ↘

Omnichannel customers spend significantly more than single-channel shoppers. This module shows how leading brands connect creative and media across multiple touchpoints.

Carlotta Costanzo explains the difference between push strategies that create demand and pull strategies that capture it. You'll learn to align each platform with its funnel role, from top-of-funnel awareness to conversion-focused creative.

Worksheets ↘

📖 AI Prompt: Cross-Vertical Creative Inspiration Finder

LEVEL 300

Research & Insights

Strong creative starts with better inputs. Learn how to audit ad accounts, reverse engineer competitor creative, and extract audience insights using AI tools and structured worksheets. Build a research system you can use before every campaign.

 65 MINUTES

 2 COURSES

 2 QUIZZES

 12 WORKSHEETS



Why This Level Matters

Unicorn ads that dominate spend and sustain performance aren't luck. They come from research that reveals what works before production begins.

Level 300 teaches you to run creative audits, calculate hook and hold rates, reverse engineer competitor ads to find winning patterns, and build a team-wide system for capturing and organising creative inspiration. Research turns creative from guesswork into strategy.

What You'll Master

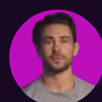
- ✓ Calculate metrics like hook and hold rate
- ✓ Identify unicorn ads through systematic audits
- ✓ Analyze competitors to uncover market gaps and patterns
- ✓ Reverse engineer winning ads to adapt them for your brand
- ✓ Build audience personas from multi-source research
- ✓ Create an organised swipe file system across your whole team

Featured Faculty



Mirella Crespi

Founder of Creative Milkshake. Expert in creative performance analysis and systematic research methodologies for data-driven strategy development.



Zach Murray

A performance marketer and founder of Foreplay, best known for building systems to capture and scale winning ad creative.

COURSE 301

Reverse Engineering Winning Ads: The Creative Research System

Master a systematic approach to competitor research that turns existing ads into your best creative brief.

🕒 27 MINUTES

📄 3 MODULES

★ 2 WORKSHEETS

★ 1 AI WORKFLOW

Key Skills

- ✓ Conduct systematic competitor audits on hooks, formats and testing patterns
- ✓ Identify winning ads by analysing longevity and spend signals
- ✓ Build a team-wide swipe file that captures inspiration from everyone
- ✓ Remix competitor creative into original concepts for your brand



About the Module

Great ads are not invented. They're reverse engineered. This module teaches the research system behind creative that consistently performs.

Zach Murray, founder of Foreplay, walks you through a live competitor audit, showing you how to spot winning patterns in the market and adapt them for your brand. You'll learn how to build a creative engine that captures inspiration across your whole team, use performance data as a feedback loop, and combine systematic research with AI to multiply your inputs into creative that actually works.

Worksheets

- 📖 Pattern Recognition Playbook
- 📖 AI Prompt for Reverse Engineering Scripts

AI Workflow

- 📖 ACA Competitor Analysis (Foreplay)

Research for Creative Strategy

Master comprehensive research methodologies that identify winning patterns and uncover optimization opportunities.

🕒 65 MINUTES

📄 4 MODULES

★ 11 WORKSHEETS

Key Skills

- ✓ Calculate critical metrics including hook rate and hold rate
- ✓ Conduct creative audits identifying unicorn ads systematically
- ✓ Build detailed audience personas through multi-source research
- ✓ Analyze competitor strategies and identify market gaps



About the Module

Unicorn ads are single creatives that drive disproportionate spend and consistent results. This module teaches the frameworks behind data-driven creative strategy.

Mirella Crespi walks you through quick performance analysis, deep creative audits to spot your unicorns, and multi-platform audience research. You'll learn to read TikTok trends, mine reviews and conversations, and analyze competitors to uncover opportunities.

Worksheets

- 📖 Quick Performance Analysis
- 📖 In-Depth Creative Audit
- 📖 Audience Research & Persona Development
- 📖 Competitor Creative Analysis
- 📖 Trends Research
- 📖 Complete Research Workflow

Templates & Prompts

- 📖 AI Prompts for Creative Audit
- 📖 Audience Persona Slide Template
- 📖 AI Prompts for Automating Audience Research
- 📖 Competitor Research Template
- 📖 AI Prompts & Workflows For Trend Research
- 📖 AI Research Accelerator

LEVEL 400

Creative Strategy & Ideation

This is where insights become ideas. You'll learn how to build creative briefs, develop high-converting messaging, and turn strategy into scroll-stopping ads. Includes frameworks for copywriting, storyboarding, mapping creative across the funnel, and building an organic content system engineered for viral short-form content.

🕒 2 HRS 45 MINS

📄 4 COURSES

✍️ 4 QUIZZES

Why This Level Matters ↓

Research only matters when it turns into great ideas. Level 400 bridges insight and execution, showing you how to build creative concepts, diversify angles, and keep strategy consistent through production. You'll also build an organic content system engineered to compound across every platform.

What You'll Master ↓

- ✓ Build creative diversity across angles and formats
- ✓ Prioritize concepts that align confidence and business goals
- ✓ Match ad types to audience awareness levels
- ✓ Create storyboards combining key building blocks and hooks
- ✓ Engineer scroll-stopping hooks using pattern interrupt techniques
- ✓ Build an organic content system that compounds over time

Featured Faculty ↓



Mirella Crespi

Founder of Creative Milkshake. Specialist in platform-native creative strategies across Meta, TikTok, and emerging channels.



Chloe Rhys

Ex-Executive Creative Director at Tube Science. Specialist in thumbstop mechanics, CTR optimization, and the science of attention capture.



Luke Kostka

Founder of new norml media. The strategist behind ClickUp's 2.5B view content engine and the system that turns small followings into viral organic communities.

COURSE 401

Creative Ideation & Concept Development

Transform research insights into strategic creative concepts using systematic frameworks for diversity and prioritization.

🕒 50 MINUTES

📁 4 MODULES

📄 8 WORKSHEETS

Key Skills ↴

- ✓ Apply the persona-motivator-benefit-offer map for concept clarity
- ✓ Build creative diversity across angles and formats
- ✓ Prioritize ideas that align confidence with business goals
- ✓ Match ad types to audience awareness levels



Mirella Crespi

Founder of Creative Milkshake

About the Module ↴

Turning insights into strong creative requires structure. This module bridges research and production through systematic concept development.

Mirella Crespi teaches the persona, motivator, benefit, offer map, how to build diverse concepts for different audiences, when to test angles over styles, and how to align messaging with audience awareness.

Worksheets ↴

- 📖 Hook Development Worksheet
- 📖 AI Prompts for Hook Development
- 📖 Comprehensive Hook Database for Paid Social Ads
- 📖 AI Tools for Sound-First Creative Development
- 📖 Creative Diversification Guide
- 📖 AI Prompts for Sound-First Creative Development
- 📖 ACA 2026 Creative Strategy Presentation Template
- 📖 Creative Hook Framework Database

COURSE 402

Key Metrics, Thumbstop & CTR Tactics

Master the metrics and techniques that stop thumbs, capture attention, and drive click-through rates.

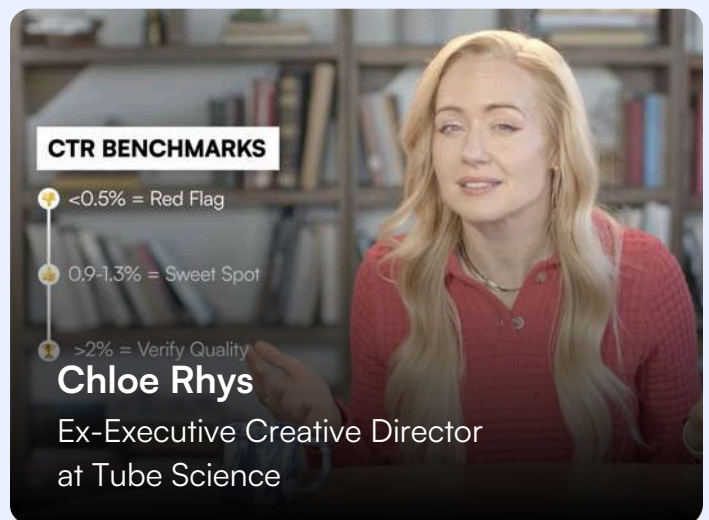
🕒 1 HOUR 10 MINUTES

📄 3 MODULES

☰ 3 TACTICAL FRAMEWORKS

Key Skills ↘

- ✓ Apply pattern interrupts that stop scrolling behavior instantly
- ✓ Differentiate thumbstop and hold rate metrics
- ✓ Optimize CTR across platforms
- ✓ Test hooks systematically using performance data



About the Module ↘

Certain visual patterns, movements, and contrasts interrupt scrolling behavior in the critical first moment. This module uncovers what makes people stop scrolling.

Chloe Rhys explains the science behind thumbstop, how to interpret hold rates, and how to diagnose creative performance. You'll learn to optimize CTR through tested hooks, benefit-led messaging, and urgency that drives clicks without clickbait.

Scriptwriting & Storyboarding

Bridge brilliant concepts and production-ready assets through detailed storyboards and effective creative briefs.

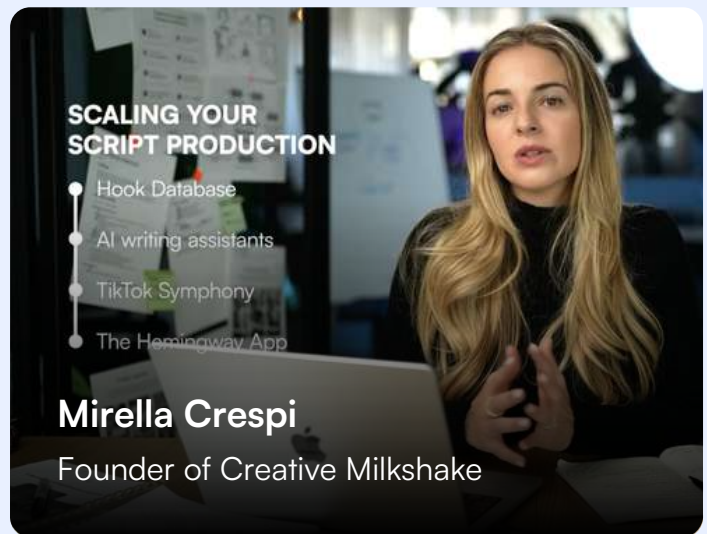
🕒 20 MINUTES

📁 1 MODULE

📄 2 WORKSHEETS

Key Skills ↘

- ✓ Create storyboards linking building blocks and shot types
- ✓ Develop briefs that preserve strategic intent
- ✓ Design three hook variations per concept



About the Module ↘

Turning strategy into production-ready assets requires precision. This module shows how to bridge concept and execution through strong scripting, storyboarding, and briefing.

Mirella Crespi outlines two approaches: detailed storyboards for in-house teams and creative briefs for external partners. You'll learn to write accessible scripts, plan built-in hook tests, and ensure every concept translates effectively into production.

Worksheets ↘

- 📖 Storyboard Template
- 📖 AI Storyboard Prompts

COURSE 404

Engineering Viral Short-Form Content

Build a repeatable organic content system using hook science, format testing, and platform-native strategy, the exact framework behind 2.5 billion views.

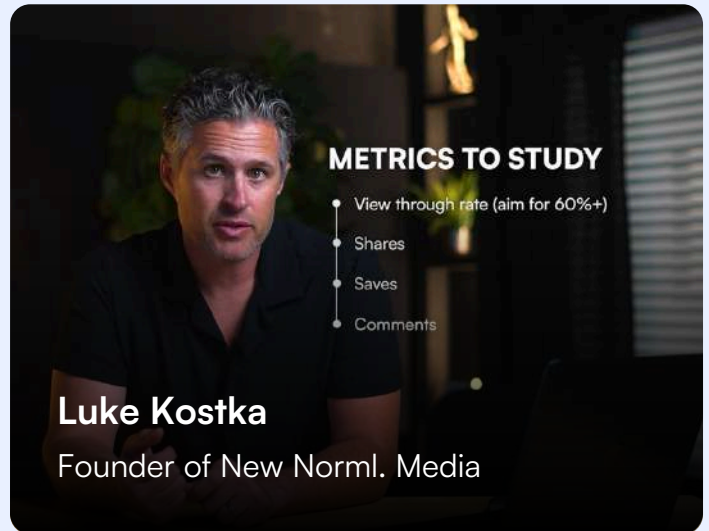
🕒 45 MINUTES

📁 6 MODULES

📄 2 WORKSHEETS

Key Skills

- ✓ Engineer scroll-stopping hooks using proven pattern interrupt techniques
- ✓ Build and test content formats using the 3-to-5 Rule
- ✓ Develop three content pillars that give structure without killing creativity
- ✓ Create a 60/30/10 content calendar that compounds over time



About the Module

Most content teams post and hope. The ones compounding have a system. Luke Kostka built ClickUp's content engine out of a garage, 2.5 billion organic views, SNL copied one of his videos, and it all started with three pillars.

This module breaks down the exact system behind those numbers. Hook science, format testing, and a content calendar built to compound. Organic-first, platform-native, built for brands that want content that keeps working long after it's published.

Worksheets

📖 30-Day Content Worksheet

📖 Billion View Blueprint Cheat Sheet

LEVEL 500

Content Creation & Production

Learn how to lead production for high-performing paid social creative. From creator direction to production systems and platform-native execution, this level teaches you how to build scalable content designed for Meta, TikTok, and short-form video environments. Master creator briefing frameworks, production workflows, placement optimization, and creative quality control systems.

 1 HOURS 20 MINS

 2 COURSES

 2 QUIZZES

Why This Level Matters

Most ads fail in execution, not strategy. Strong concepts still underperform when the pacing is weak, the creator direction feels unnatural, or the production ignores platform behavior. Level 500 teaches the systems behind effective social content production. You'll learn sound-first creative methods, creator direction frameworks, platform-native production workflows, and scalable execution systems that help teams increase output without sacrificing quality or authenticity.

What You'll Master

- ✓ Apply sound-first creative methods for social platforms
- ✓ Master key shot types and production quality control
- ✓ Cast and direct authentic UGC creators effectively
- ✓ Write creator briefs that protect strategy and performance
- ✓ Optimize content across Meta placements and formats
- ✓ Build repeatable production workflows for scalable creative output

Featured Faculty



Mirella Crespi

Founder of Creative Milkshake. Specialist in platform-native creative strategies across Meta, TikTok, and emerging channels.



Chloe Rhys

Ex-Executive Creative Director at Tube Science. Specialist in thumbstop mechanics, CTR optimization, and the science of attention capture.

COURSE 501

Content Creation & Production

Bring creative concepts to life through efficient workflows and platform-native content creation techniques.

🕒 25 MINUTES

📁 1 MODULE

📄 5 WORKSHEETS

📋 5 PRODUCTION GUIDES

Key Skills ↘

- ✓ Master essential shot types and cinematography basics
- ✓ Apply sound-first methodology for social platforms
- ✓ Optimize aspect ratios across Meta placements strategically
- ✓ Implement quality assurance processes before launch



About the Module ↘

With most TikTok and Reels users watching with sound on, audio-led creative is no longer optional. This module teaches streamlined workflows for producing high-performing, platform-native ads.

Mirella Crespi introduces the sound-first method, starting with audio, then building visuals around it. You'll learn key shot types, when to use different ad formats, and how to apply quality checks that ensure every ad feels authentic and ready to perform.

Worksheets ↘

📖 Creative QA Checklist

📖 Video Techniques Database

📖 Safe Spaces & Ad Specs

📖 Platform-Native Fonts

📖 Content Creator Brief

How to Cast and Direct UGC Talent Effectively

Master the art of casting creator talent and directing authentic performances that drive conversion.

🕒 40 MINUTES

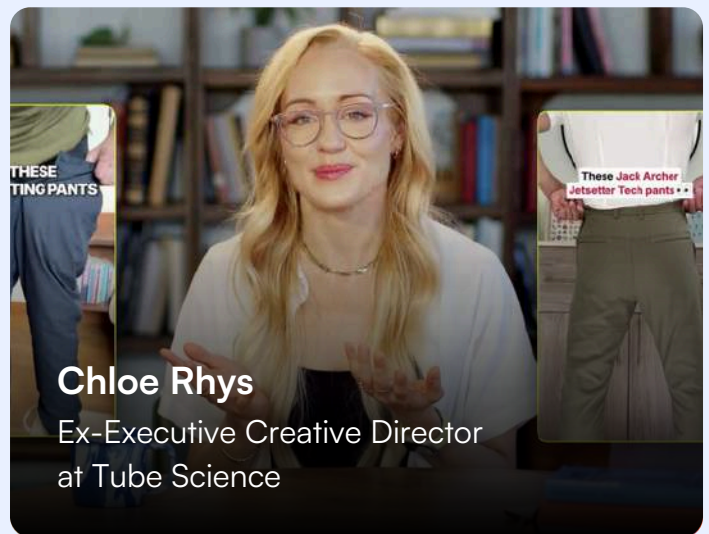
📄 2 WORKSHEETS

★ 2 CASE STUDIES

📄 1 CREATOR BRIEF

Key Skills ↘

- ✓ Cast creators whose style aligns with your brand
- ✓ Write clear, strategy-driven creator briefs
- ✓ Direct performances that feel authentic and on-message
- ✓ Give feedback that improves results without limiting creativity



About the Module ↘

Creator success depends on alignment between authentic style and brand positioning. This module teaches how to collaborate effectively with content creators.

Chloe Rhys shows you how to cast the right talent, brief them with strategic clarity, and direct performances that maintain authenticity while hitting key messages. You'll also learn how to deliver feedback that strengthens future content.

Worksheets ↘

- 📖 Content Creator Brief Template
- 📖 Example Content Creator Brief

LEVEL 600

Creative Testing

Great creative strategy doesn't stop at launch. This level shows you how to test ads with purpose, track performance, and document learnings that scale. You'll walk away with naming conventions, testing templates, and repeatable systems for rapid iteration.

 40 MINUTES

 2 COURSES

 2 QUIZZES

Why This Level Matters

Accounts spending \$10k or less may need one new creative a month, while \$100k+ accounts require dozens weekly. Random testing wastes budget. Strategic testing speeds learning.

Level 600 teaches you how to track creative attributes, isolate single variables, measure significance, and balance testing new ideas with scaling winners. Testing is not about volume. It is about learning faster.

What You'll Master

- ✓ Build naming conventions for clear communication
- ✓ Create shared documentation systems
- ✓ Calculate creative volume by spend tier
- ✓ Design tests that isolate one variable at a time
- ✓ Measure statistical significance accurately
- ✓ Balance exploration and optimization
- ✓ Extract insights from both wins and failures

Featured Faculty



Mirella Crespi

Founder of Creative Milkshake.
Specialist in platform-native creative strategies across Meta, TikTok, and emerging channels.



Carlotta Costanzo

Specialist in structured testing methodologies that isolate variables and accelerate learning without wasting budget.

Launching Ad Campaigns

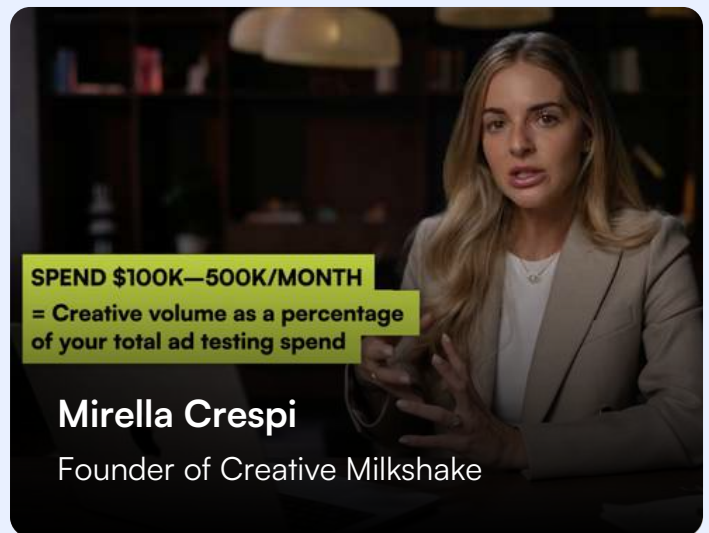
Build the bridge between creative strategy and media buying through effective systems and volume planning.

🕒 15 MINUTES

📄 1 MODULE

Key Skills

- ✓ Build naming conventions to track creative attributes
- ✓ Create shared systems linking strategists and buyers
- ✓ Calculate creative volume by spend tier
- ✓ Use testing frameworks that isolate performance variables



About the Module

Smaller accounts may need one new ad a month, while large ones require dozens weekly. This module builds the operational systems that connect creative strategy to media buying.

Mirella Crespi shows how to set up naming conventions that track every creative detail, align teams through shared language, and apply testing frameworks that measure true performance.

Worksheets

- 📖 Ad Naming Convention Sheet
- 📖 Creative Testing Tracker & Pipeline Template
- 📖 Assess Your Current Creative Needs Framework

Creative Testing Best Practices

Master structured creative testing methodologies that isolate variables and accelerate learning.

🕒 30 MINUTES

📄 2 MODULES

📊 2 TESTING FRAMEWORKS

Key Skills

- ✓ Design tests that isolate single creative variables
- ✓ Identify statistical significance in performance results
- ✓ Balance testing new ideas with scaling winners
- ✓ Extract insights from both strong and weak ads



About the Module

Performance shifts are not always caused by creative changes. This module teaches how to design tests that isolate variables like hook, angle, or format to ensure accurate results.

Carlotta Costanzo explains how to spot statistical significance, balance experimentation with optimization, and turn every result, win or loss, into actionable learning for future campaigns.

LEVEL 700

Performance Analysis & Iteration

Data without direction is just noise. This course teaches you how to analyze creative performance, run optimization sprints, and fuel your strategy with insights that convert. You'll get tools for diagnosing drop-offs, testing variations, and scaling what works.

 2 HR 40 MINUTES

 4 COURSES

 4 QUIZZES

Why This Level Matters

Most ads burn out fast, with only 10% lasting more than two weeks. Rising CPAs or falling CTRs often signal creative fatigue, not market saturation.

Level 700 teaches you to analyze engagement and conversion metrics, know when to refresh creatives, and plan sprints that keep performance high. Performance analysis is not about reports. It is about making smarter creative decisions.

What You'll Master

- ✓ Analyze thumbstop, hold rate, CTR, and ROAS
- ✓ Identify creative fatigue versus market saturation
- ✓ Build reports that turn data into action
- ✓ Apply Meta's volume, velocity, and versions framework
- ✓ Plan creative sprints aligned with business goals
- ✓ Use AI tools to enhance creative iteration

Featured Faculty



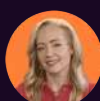
Evan Lee

Head of Partnerships at Motion, specializing in creative analytics, metrics frameworks, and turning insights into strategic creative decisions.



Udi Avital

Former Head of Creative at Meta. Architect of the volume, velocity, versions framework that powers top-performing creative teams.



Chloe Rhys

Former Executive Creative Director at Tube Science, specializing in thumbstop mechanics and CTR optimization.



Mirella Crespi

Founder of Creative Milkshake. Specialist in platform-native creative strategies across Meta, TikTok, and emerging channels.

COURSE 701

Performance Analysis & Optimization

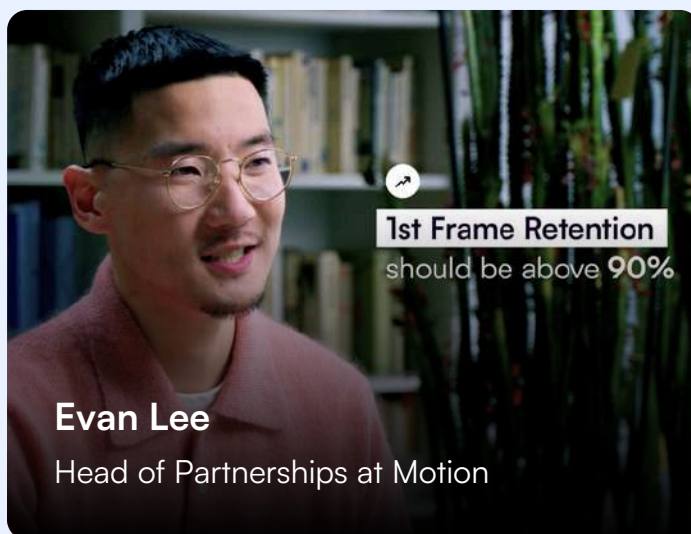
Master metrics and analytical frameworks that transform data insights into strategic creative decisions.

🕒 15 MINUTES

📄 2 ANALYTICS FRAMEWORKS

Key Skills

- ✓ Analyze thumbstop and hold rate engagement metrics
- ✓ Evaluate conversion metrics for acquisition efficiency
- ✓ Identify creative fatigue versus market saturation
- ✓ Build reports that turn data into actionable insights



About the Module

Thumbstop and hold rates reveal different performance issues. This module teaches how to use metrics to evaluate creative effectiveness across the funnel.

Evan Lee, Head of Partnerships at Motion, explains how to interpret engagement and conversion metrics, spot creative fatigue by comparing CPM with ROAS, and build reports that translate data into clear creative direction.

COURSE 702

Building a Growth Creative Machine

Master the philosophy and three-pillar framework behind systemized creativity that produces consistent results.

🕒 15 MINUTES

📄 1 MODULE

📄 1 FRAMEWORK

Key Skills

- ✓ Apply the volume, velocity, and versions framework
- ✓ Understand why most ads peak in the first week
- ✓ Prioritize experimentation over perfection
- ✓ Build systems that identify true winners



About the Module

Creative success comes from iteration, not perfection. This module explores how high-performing teams learn through volume and speed.

Udi Avital, former Creative Leader at Meta, explains how quantity-driven experimentation outperforms perfectionism. You'll master the volume, velocity, and versions framework and learn why testing fast and often consistently beats overthinking.

COURSE 703

Sprint Planning & Creative Volume

Master sprint planning methodologies that organize creative development into systematic, manageable workflows.

🕒 1 HOUR

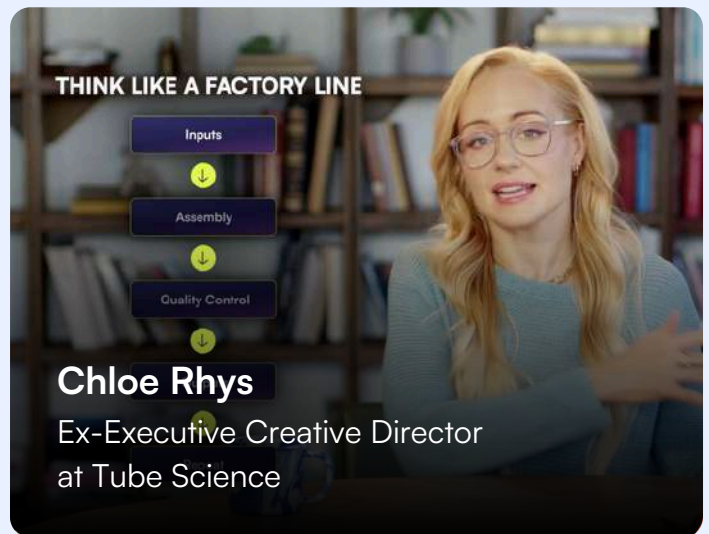
📁 3 MODULES

📄 2 WORKSHEETS

📄 2 PLANNING SYSTEMS

Key Skills ↘

- ✓ Plan creative sprints tied to business goals
- ✓ Balance new ideas with iterative improvements
- ✓ Allocate resources efficiently across priorities
- ✓ Manage deliverables through organized pipelines



About the Module ↘

Efficient sprint planning turns creative chaos into smooth workflows. This module teaches how to organize production for speed and quality.

Chloe Rhys explains how to structure sprints that balance new concepts with proven iterations, allocate resources effectively, and manage the full pipeline from ideation to launch.

Worksheets ↘

- 📖 Sprint Planning Operation System Worksheet
- 📖 ACA Creative Sprint Planning Template

The Growth Creative Operating System

Learn how the world's best creative teams produce more ads, reach more audiences, and stay ahead of the algorithm, without burning out or sacrificing quality.

🕒 1 HOUR

📁 1 MODULE

🤖 2 AI AGENTS

Key Skills ↘

- ✓ Build a research system powered by AI workflows
- ✓ Match creative to audience journey stage
- ✓ Generate exponential creative variation using the Concept Matrix
- ✓ Extend winning creative without new shoots or budgets



About the Module ↘

Meta changed the rules with Andromeda. Generic creative gets penalized, and the brands still winning have built systems designed for how the algorithm works now.

Mirella Crespi breaks down the exact operating system her team uses to produce at scale, from AI-powered competitor research and micro-persona mapping, through to the Concept Matrix, production systems, and the iteration playbook that keeps winning creative alive.

Worksheets ↘

- 📖 Gumloop AI Agent: ACA Audience Research Engine (Reddit)
- 📖 Gumloop AI Agent: ACA Competitor Analysis (Foreplay)

LEVEL 800

AI-Powered Creative Strategy

Learn how to integrate AI across the creative workflow. From research and ideation to production, analysis, and automation, this level teaches you how modern creative strategists use AI to increase speed, scale output, and improve creative decision-making. Includes AI workflows, automation systems, and AI-powered creative operations.

🕒 40 MINUTES

📄 3 COURSES

✍️ 3 QUIZZES

Why This Level Matters ↓

AI is changing how creative work gets done, but tools alone are not the advantage. The real advantage comes from knowing how to use AI strategically across research, planning, production, and iteration.

Level 800 explores where AI enhances creative strategy and where human judgment still matters most. You'll learn how to build workflows that automate repetitive tasks, accelerate creative execution, and improve operational efficiency without sacrificing strategic thinking.

What You'll Master ↓

- ✔️ Use AI tools across research, ideation, and production
- ✔️ Build scalable AI-assisted creative workflows
- ✔️ Understand AI agents and automation systems
- ✔️ Create AI-generated image and video workflows
- ✔️ Automate repetitive tasks while maintaining strategic oversight
- ✔️ Improve creative speed, scale, and efficiency

Featured Faculty ↓



Jesse Ketonen

Co-founder of Shook. Expert in AI integration across creative workflows and the future of AI-powered marketing strategy.



Rory Flynn

Founder of Systematic AI, an expert in AI-generated image and video, prompt fundamentals to advanced training workflows.

COURSE 801

AI-Powered Creative Strategy

Master comprehensive AI integration across the entire creative strategy workflow and prepare for the evolving AI landscape.

🕒 5 HOURS

📁 4 MODULES

🛠️ 3 AI FRAMEWORKS

Key Skills

- ✓ Implement AI tools on research, ideation, planning, and production phase
- ✓ Automate repetitive tasks while maintaining strategic oversight
- ✓ Understand emerging AI capabilities transforming creative work
- ✓ Anticipate how creative strategist roles will evolve with AI



About the Module

This course explores the present and future of AI in creative strategy, showing how to use today's tools while preparing for tomorrow's capabilities.

Jesse explains where AI enhances strategy through automation and idea generation, and where human judgment remains critical. You'll learn to apply AI across research, planning, and production, explore advancements like large-scale personalization and AI video generation, and identify the strategic skills that grow in value as execution becomes automated.

COURSE 802

Prompt to Production: Crafting AI-Generated Image & Video Ads

Master the complete AI content creation workflow from prompt engineering to training custom models.

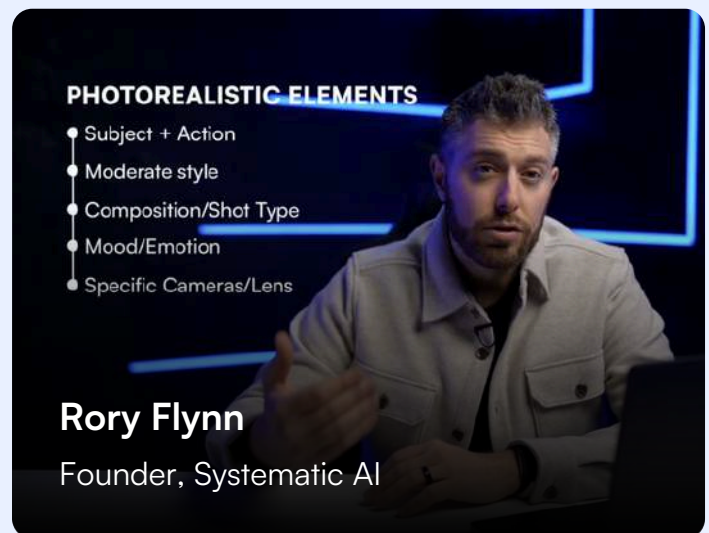
🕒 2 HOURS 30 MINS

📁 9 MODULES

📋 3 AI WORKFLOWS

Key Skills

- ✓ Understand diffusion models and token emphasis
- ✓ Write prompts that balance control and creativity
- ✓ Train LoRa models for brand consistency
- ✓ Use AI tools like Kling for scalable video content



About the Module

Prompt length affects control and creativity, making token emphasis essential to master. This module covers the full workflow for AI-generated content.

Rory Flynn, founder of Systematic AI, explains diffusion model basics, prompt refinement, and asset cloning techniques. You'll learn to fine-tune brand visuals, integrate style references, and train LoRa models in Flux or Krea for consistent, scalable creative output.

Worksheets

📖 Midjourney Prompt Worksheet

COURSE 803

The Creative Automation Workshop: How To Build Your Own AI Ad Engine

Learn how to build your own automated AI ad production engine using real AI workflows that scale creative output.

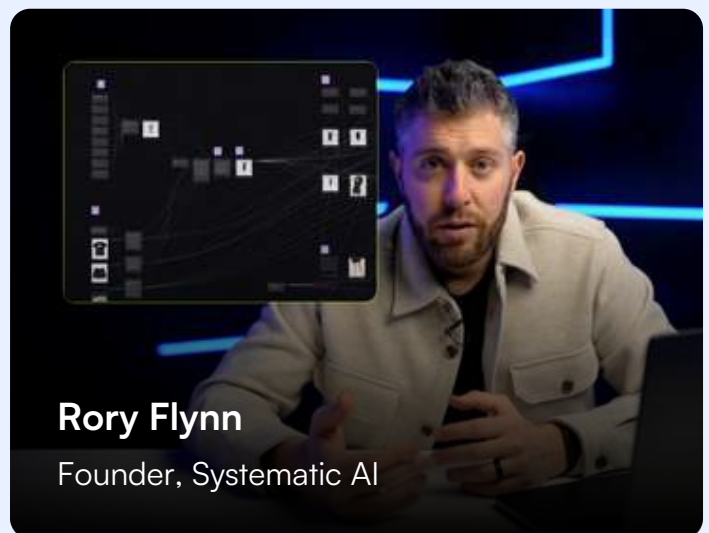
🕒 1 HOUR 35 MINS

📄 6 MODULES

📋 1 AI PROMPT WORKSHEET

Key Skills

- ✓ Build automated workflows for ad production
- ✓ Write system prompts that guide consistent creative output
- ✓ Use batch processing for scalable output
- ✓ Create iteration loops for fast creative improvement



Rory Flynn

Founder, Systematic AI

About the Module

This workshop teaches the foundations of AI powered creative automation. You will learn how to design workflows that mirror your creative thinking, automate repetitive steps, and generate consistent variations at scale.

Rory Flynn shows you how to build your first workflow, refine it with system prompting, use batch tools to expand output, and create iteration systems that speed up testing. The module also previews upcoming capabilities for AI driven video ads.

Worksheets

📖 ACA Weavy Workflow Template

LEVEL 900

Final Examination & Capstone Graduation Project

This is the final stage of your training, a two-part process where you'll demonstrate your knowledge, apply your full skillset, and build a professional creative strategy portfolio.



5-6 WEEKS



A FINAL CERTIFICATION EXAM



CAPSTONE PROJECT

What The Final Examination Includes:

- ✓ **Final Certification Exam:** A structured, three-section exam testing your strategic knowledge, platform understanding, and ability to apply creative strategy through written analysis.
- ✓ **Capstone Graduation Project:** A full creative strategy project completed over 5 weeks, where you produce all deliverables required in a real agency or in-house strategist role, from research to final ads.
- ✓ **Manual Review & Certification:** Your exam and Capstone are manually reviewed by instructors before your final certification is granted.

By the end, you'll have

- ✓ An instructor-verified certification
- ✓ A complete strategic and creative portfolio
- ✓ Deliver real ads, real analysis, and real AI workflows
- ✓ A fully developed system you can present to employers or clients
- ✓ Graduate ready to present your work to employers or clients

FINAL EXAMINATION

Final Certification Exam

Validate the full breadth of your training before moving into the Capstone.

🕒 60-90 MINUTES

📄 3 SECTIONS: MULTIPLE CHOICE + WRITTEN ANALYSIS

Key Skills

- ✓ Core creative strategy foundations
- ✓ Platform-specific reasoning
- ✓ Consumer psychology insights
- ✓ AI-assisted problem-solving
- ✓ Strategic written communication



Passing Score  70% overall

Grading  Automatic + Manual Review

About the Exam

SECTION 1: Knowledge Foundation

Assesses your mastery of core strategy frameworks and fundamentals.

- ✓ 20 multiple-choice questions
- ✓ 2 points each (40 points)
- ✓ Must score 15/20 to advance

SECTION 2: Strategic Analysis

Evaluates your ability to adapt strategy across platforms and customer journeys.

- ✓ 12 multiple-choice questions (4 points each)
- ✓ 1 long-form written response (12 points)
- ✓ 60 points total

SECTION 3: Application Challenge

Evaluates your ability to apply data and AI-driven strategic thinking.

- ✓ 10 multiple-choice questions (10 points each)
- ✓ 1 long-form written response (20 points)
- ✓ 120 points total

FINAL EXAMINATION

Capstone Graduation Project

This is where everything comes together. Over five weeks, you'll build a complete creative strategy system from scratch, exactly like you would for a real client

🕒 5-WEEK GUIDED STRUCTURE

📄 6 DELIVERABLES

📅 SEQUENTIAL PROJECT

What You'll Create

The six core strategist deliverables:

- ✓ Creative Strategy Presentation
- ✓ Performance Audit
- ✓ Video Storyboard
- ✓ Creator Brief
- ✓ 5+ Final Ads (Video + Static)
- ✓ AI Innovation Workflow



Grading  Manual Review

Outcome  A professional portfolio project

About the Project

The Capstone mirrors real agency and in-house workflows. You'll select a brand brief and build out every strategic and creative deliverable required to run a modern, AI-enhanced creative strategy system.

Each deliverable builds on the previous one, creating a coherent, professional portfolio project that demonstrates both your creative and strategic capabilities.

This is not a simulation, it's a portfolio project built like real client work.

HOW WE STACK UP

Why Marketers Choose Ad Creative Academy

Most programs either move too slow or teach too little. We blend practical training, AI workflows, industry expertise and certification creative strategists actually need today.

		Influencer-Led Courses	University Programs
💰 Tuition	~\$2,500 (flexible)	\$100-\$500	\$20K - \$80K
🕒 Duration	30-45 days	5-10 hours	2-4 years
📺 Format	100% online, self-paced	On-demand videos	In-person/ hybrid
🌟 Focus	Creative Strategy + AI	Tips & hacks	Marketing Theory
👤 Instructors	Leaders from Meta, Tiktok, Google	Individual creators	Academic professors
⚙️ Tools	120+ Templates & AI Frameworks	Few or none	Textbooks only
★ Credentials	Certified Creative Strategist	Unrecognized	Accredited Degree
🔗 AI Integration	Core to every module	Minimal	Outdated/ missing
💼 Career Value	Built for paid social roles	Limited	Slow to adapt
✅ Access	Lifetime + constant updates	Fixed content	Static semesters

GET STARTED NOW!

Join The World's First Ad Creative Academy

Individual

Become a Certified Ad Creative Strategist



\$2,499 OR ^{3 payments of:} **\$833**

[ENROLL NOW](#)

- ✓ Become a Certified Ad Creative Strategist
- ✓ Taught by recognized Creative Strategists and Experts
- ✓ 50+ Worksheets, Templates & Operational Resources
- ✓ Full Creative & AI Toolkit worth \$10,000
- ✓ Creative Strategist Job Board Access
- ✓ Constantly updated lessons & cohesive curriculum
- ✓ Creative Community & Alumni Group Access
- ✓ Lifetime access to Ad Creative Academy

Teams

Certify a team of Creative Strategists



Price on Inquiry

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- ✓ Individual staff accounts and certifications
- ✓ Lifetime access to Ad Creative Academy
- ✓ Enterprise-level worksheets and resources
- ✓ Enterprise-level discounts with tools & partners
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