

OUSSAMA SAIH

CREATIVE STRATEGIST

Montreal, QC | oussama.saih2016@gmail.com | oussamasaih.com

Ecommerce operator with 2 years of hands-on experience researching, launching, and testing DTC products through Meta advertising. Experience across direct-response creative, yapper UGC, VSLs, static/native ads, and feedback loops, including multiple successful product launches using personal ad spend.

EXPERIENCE

Novi — Founder, Creative Strategy & Growth

Mar 2026 - Aug 2026

- Developed brand positioning, packaging, visual identity, and offer.
- Built and optimized the funnel for conversion.
- Created and tested UGC, mini-VSLs, native ads, and static ads.
- Tested \$30K+ in Meta ad spend across audiences, angles, and creative formats.

Unpatched Brand Group — Co-Founder, CTO & Creative Strategy

Sep 2025 - Mar 2026

- Scaled an astaxanthin supplement to \$200K/month and a children's gummy brand to \$150K/month using Meta ads and direct-response creative.
- Built systems for sourcing video editors and graphic designers, increasing the team's capacity to produce and test new high-intent creatives.
- Trained a remote VA to build and launch Shopify product tests.
- Wrote winning ads across UGC, static, native, and VSL formats.
- Built pre-landers around winning angles.

Lucid — Founder, Creative Strategy & Growth

Jun 2025 - Aug 2025

- Identified pickleball as a high-growth consumer category and developed a DTC brand around the market opportunity.
- Designed proprietary paddles and bags from scratch.
- Managed supplier relationships and manufacturing.

Jade Nutrition — Founder, Creative Strategy & Growth

Dec 2024 - Jun 2025

- Scaled a mushroom gummy product to \$3K/day.
- Created and tested winning Meta ads in-house.
- Built a creator-seeding system for UGC.
- Exited the brand through a sale to an outside investor.

SELECTED TRAINING

RMBC	Evolve	Ecom Masterclass	2026
Stefan Georgi	Spencer Pawliw	Zakaria Airakaz	

EDUCATION

High School Diploma (Quebec Secondary V)	2023
Quebec, Canada	

TOOLS & LANGUAGES

- **Tools:** Miro, frame.io, notion, ChatGPT, claude, ElevenLabs, Insense, Reddit, Loom, Shopify, Meta
- **Languages:** English, French