DANIEL RODRIGUEZ

Performance Creative Strategist

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Orlando, FL · Remote



I write, direct and edit performance ads, then build the pages and tools they send people to. Before that I spent two years on the sales floor booking the people those ads brought in. I know what a buyer needs to hear before they pay, because I heard it hundreds of times a day.

300+
closed high-ticket deals from people I booked

$4M+
in contract value from those deals

$1.16M
signed in 5 verified months at one company

70%
show rate on 12–20 booked calls a day

EXPERIENCE

Founder & Creative Strategist

Sept 2026 – Present

Daniel Rodriguez Strategy (Premier Closing Strategists LLC) · Remote

- Write, direct and edit performance ads end to end with AI production, from script and keyframes to final cut: **The Badge** (CourseCareers), **The Lost Call** and **The Jet** (sales training), **Commission Only** (static).
- Built a complete client acquisition system for a mortgage loan officer from one interview: website, NFC tap card and teaser film, all carrying one message.
- **10,000+ hours** hands-on with AI language models. Built my own proprietary AI operating system: workflows, production frameworks and quality standards that let one person run a full creative studio.
- Diagnose ads and the sales handoffs after the click for e-commerce, legal marketing and sales training businesses, find exactly where buyers drop off, and rewrite the hooks that lose them.

High-Ticket Appointment Setter

2024 – 2026

5 offers, including Boge Group, Altura Funding and Cart Capital · Remote

- Booked 12–20 qualified sales calls a day at a 70% show rate, mostly from inbound SMS leads, and set 95% of qualified prospects.
- At Boge Group, 141 deals from my pipeline closed in five months: **$1,161,000** in contract value and **$580,370** collected.
- Brought in on all five offers specifically because their calendars were empty. At my peak I filled the calendars of two closers at once, 65+ closed deals in a single month, and out-earned both.
- Worked leads from cheap, feature-heavy ads that arrived confused and distrustful. Reframing every one of them is how I learned what those ads should have said.

SELECTED WORK

The Badge ↗ A diploma unrolls into a $40,000 loan statement, then cuts to the job.

The Skeptical Buyer ↗ An ad rewrite built from listening to every sales call the closer took.

The First Impression ↗ A tap card, teaser film and website built from one interview.

"Money Isn't Money" ↗ Essay on why revenue measures belief, not value.

Watch it all at **danielrodriguezstrategy.com**

SKILLS & TOOLS

Creative: creative strategy, hooks and scripts, direct-response copy, ad diagnostics, storyboarding

Production: Midjourney, Seedance, Higgsfield, Kling, CapCut, ElevenLabs, Artlist

Build: AI production pipelines from keyframe to final cut across multiple models, websites and landing pages, NFC cards

AI and sales stack: Claude, ChatGPT, Gemini (10,000+ hours combined), GoHighLevel, Zapier

Training: CourseCareers graduate, featured in their success stories

References and proof of numbers available on request.

Text me. I answer.