



CJ Haughey

Creative Strategist | Copywriter | Positioning Consultant

 See my creative ads process >> [12-min Loom](#) 

NUTSHELL

I've been copywriting & marketing strategy since 2017, with deep experience in branding and direct response across multiple niches, including B2B, Ecom, DTC, and info products. Past clients include Hollow Socks, Gleamin, Luseta, and Alpha Inbound DTC agency.

BIG WINS

- Created 5x advertorial pages for the 8-fig health brand, Hollow Socks, helping them scale ad spend above \$2M/mo.
- Worked as founding partner and senior creative strategist for an adaptogenic sleep supplement brand, building the creative workflow systems and leading research, ad strategy, and brand development.
- Was the copywriter behind Gleamin's rise to a \$10M+ valuation, writing all copy (site, ads, emails, packaging) as the skincare brand sold out its flagship product 14x times.
- Led funnel strategy for the fintech, Relay, helping boost customer acquisition and secure \$32.2M Series B funding.
- Did the positioning & messaging for haircare brand, Luseta, helping their site 2x conversions in just 4 months.

CONTACT

Email: cj@pozish.com

LinkedIn: [linkedin.com/in/pozish/](https://www.linkedin.com/in/pozish/)

Location: Portugal (but I'm Irish — so I'm a native English speaker!)

WORK HISTORY

Freelance Creative Strategist & Copywriter

Pozish / Jan 2018 – TO DATE

- Pozish is my product marketing consultancy, where I work as a freelance creative strategist, consultant or fractional CMO for DTC ecommerce brands.
- Core services include creative strategy, positioning & messaging, funnel strategy, and CRO, plus copywriting for landing pages, emails, and ads.
- Recent clients include a 8-fig health brand, 7-fig gut supplement brand, and helping co-found and lead strategy for a 7-fig sleep drink for menopause.

Head of Creative Strategy

Revenu / Jan 2018 – TO DATE

- Revenu is a B2B ads agency, where I led the creative pod — a small team of strategists, designers, and developers.
- I created ad concepts, visuals, and copy for social image ads for 20+ clients, for LinkedIn, Meta, Google, and Reddit.
- Review performance data and creative reports to determine winners, and iterate to get lower CPA and CPL for clients.

Senior Copywriter & Messaging Strategist

Relay Fi / May 2023 – Jan 2025

- A year after I started, the fintech secured \$32.2M in Series B funding. In 2025, Relay made the Forbes Fintech 50 list.
- Drove 4x growth in customer acquisition as Head of creative copy and brand voice across all channels, including landing pages, ads, and lifecycle emails..
- Led copy and creative concepts on 5x launches, including product features, a new community for accountants, and two giveaway events.

Conversion Strategist & Creative Copywriter

Gleamin / Oct 2019 – Apr 2022

- Hired to help define brand voice and write website copy. Ended up becoming lead copywriter for 2+ years, helping the flagship product sell out 14x times.
- Led messaging strategy on all channels and launches, writing emails, ads, product descriptions, and press releases.
- Helped Gleamin establish its place in the natural skincare market, growing to \$15M valuation.

CORE EXPERIENCE

Creative strategy, positioning & messaging, go-to-market strategy, landing pages, customer research, conversion rate optimization, launches, funnels, ads, video scriptwriting, email marketing, creative briefs

TECH SKILLS

Google Workspace, Notion, ClickUp, Figma, Canva, ChatGPT, Claude, ClickFunnels, GHL, Hotjar, MS Clarity, Google Analytics, Slack, Loom

TESTIMONIALS

"CJ is a gem. He's one of those rare copywriters who gets both brand and direct response—and the interplay between the two. He consistently delivers the copy and strategic thinking we need to get things right from the get-go."

Matas Pranckevicius | Content Marketing Lead, Relay Fi

"I've been working with CJ for 4+ years. He's always been my go-to person for support with our biggest clients, like Slack and Shopmonkey. He has a clear process, and always meets our deadlines."

Manja Munda | Co-Founder, Grow and Scale

"Process was solid throughout. CJ really captured the ideal TOV with creative storytelling, and did the deep research to understand the product + target audience. There has been a significant change in the type of leads our site is converting."

Shameer Sachdev | CEO, Growth Gorilla

SELECT SAMPLES

1. [Top spending ads \(including one \\$500k+ ad\)](#)
 2. [An advertorial that helped Hollow Socks scale spend to \\$2M/mo](#)
 3. [Another advertorial for Hollow Socks](#)
 4. [Advertorials for a gut health supplement](#)
 5. [Gleamin - The product description page that helped Gleamin shoot to \\$15M](#)
 6. [Static Ads & Landing Pages for B2B](#)
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PROOF OF SPEND & WINS

An 8-fig health brand that I work on, plus some metrics my best ads in that account:

⌵ Spend ⌵	⌵ Purchase value	⌵ ROAS	⌵ CTR (all)	⌵ CPC (link click)	⌵ CPM	⌵ CPC (all)	⌵ AOV	⌵ Click to ATC ra
\$303,043.33	\$404,170.77	1.33	4.48%	\$1.40	\$42.35	\$0.94	\$99.97	7.65%
\$161,239.37	\$228,635.34	1.42	1.74%	\$2.85	\$35.59	\$2.04	\$108.77	15.04%
\$60,512.33	\$72,932.09	1.21	1.77%	\$3.15	\$39.73	\$2.24	\$125.53	11.88%
\$52,522.85	\$81,718.43	1.56	2.58%	\$1.84	\$16.96	\$0.66	\$107.95	9.92%
\$51,561.16	\$72,683.74	1.41	1.03%	\$2.71	\$19.50	\$1.90	\$129.33	9.65%
\$50,315.97	\$69,924.00	1.39	3.19%	\$1.22	\$23.84	\$0.75	\$99.89	5.73%
\$44,682.89	\$80,896.99	1.81	2.02%	\$2.39	\$27.60	\$1.37	\$105.06	15.62%
\$41,048.31	\$97,426.82	2.37	1.78%	\$2.24	\$29.15	\$1.64	\$109.84	19.21%
\$38,842.81	\$60,806.71	1.57	0.96%	\$2.70	\$18.74	\$1.96	\$126.95	12.24%
\$35,469.73	\$34,304.05	0.97	1.65%	\$2.34	\$16.93	\$1.02	\$117.88	7.7%
\$29,507.81	\$67,485.98	2.29	4.59%	\$1.70	\$19.61	\$0.43	\$105.12	14.1%
\$27,315.05	\$53,755.59	1.97	1.22%	\$4.18	\$36.91	\$3.03	\$109.71	26.57%
\$25,344.32	\$42,408.21	1.67	1.88%	\$2.34	\$26.14	\$1.39	\$110.15	12.82%

☒	Ads (8 selected)	☒ Spend	☐ Purchase value	☒ ROAS	☐ CTR (all)	☐ CPC (link click)	☐ CPM	☐ CPC (all)	☐ AOV	☐ Click to ATC ra
☒	0716_HSV704_V4_Everyday_EVG_More_V... 7 ad	\$41,048.31	\$97,426.82	2.37	1.78%	\$2.24	\$29.15	\$1.64	\$109.84	19.21%
☐	12.01_HSV084_Hunt_NetNewMeme_Short... 5 ad	\$38,842.81	\$60,806.71	1.57	0.96%	\$2.70	\$18.74	\$1.96	\$126.95	12.24%
☐	11.19_HSS073_Hunt_Statiq_NewStatics_Pr... 4 ad	\$35,469.73	\$34,304.05	0.97	1.65%	\$2.34	\$16.93	\$1.02	\$117.88	7.7%
☐	0710_Growthpod386_Compression_Prom... 5 ad	\$29,507.81	\$67,485.98	2.29	4.59%	\$1.70	\$19.61	\$0.43	\$105.12	14.1%
☐	08.08_HSS425_V1_Compression_Promo... 8 ad	\$27,315.05	\$53,755.59	1.97	1.22%	\$4.18	\$36.91	\$3.03	\$109.71	26.57%
☐	06.11_HSV589_Compression_EVG_Anato... 7 ad	\$25,344.32	\$42,408.21	1.67	1.88%	\$2.34	\$26.14	\$1.39	\$110.15	12.82%
☐	08.17_TRYBE_Video_LucioLaGreca_Jp-10r-... 3 ad	\$24,611.84	\$37,380.86	1.52	3.95%	\$0.98	\$30.08	\$0.76	\$111.58	5.77%
☐	08.27_HSS021_New_Hunt_Durability_Ben... 5 ad	\$23,663.02	\$43,819.84	1.85	0.92%	\$2.48	\$17.00	\$1.84	\$127.01	13.38%
☐	08.26_HSS467_V1_HuntOTC_Promo_B2G... 4 ad	\$23,614.82	\$27,339.18	1.16	1.37%	\$1.87	\$13.36	\$0.98	\$128.35	7.1%
☐	0715_HSV705_Everyday_EVG_More_Vide... 5 ad	\$23,160.85	\$39,569.56	1.71	1.51%	\$2.80	\$31.39	\$2.07	\$112.73	20.92%
☐	07.30_HSS433_V2_Compression_EVG_Fix... 7 ad	\$21,994.70	\$29,709.51	1.35	1.83%	\$3.11	\$33.38	\$1.82	\$101.40	Diff from avg -46%
☐	08.24_10xROAS_Compression_EVG_Over... 6 ad	\$21,893.90	\$24,258.26	1.11	4.82%	\$1.72	\$52.85	\$1.10	\$104.56	7.13%
☐	08.31_Growthpod517_Compression_Promo... 4 ad	\$21,871.28	\$30,368.17	1.39	2.49%	\$1.98	\$22.84	\$0.92	\$104.00	11.54%
Net Results		\$2146,235.24 Avg: \$1188.39	\$3,466,980.75 Avg: \$97,514.26	- Avg: 1.62	- Avg: 2.44%	- Avg: \$2.28	- Avg: \$31.19	- Avg: \$1.51	- Avg: \$108.73	- Avg: 13.09%

0%

00:0001:1502:3103:46

Performance metrics

Cus

Spend

\$286,142.67

Purchase value

\$356,462.82

ROAS

1.25

CTR (all)

4.44%

CPC (link click)

\$1.45

CPM

\$43.24

CPC (all)

\$0.97

AOV

\$100.44

Click to ATC ratio

7.36%

Purchases

3,549

1st frame retention

92.58%

Thumbstop

59.31%

CTR (outbound)

2.96%

Click to purchase

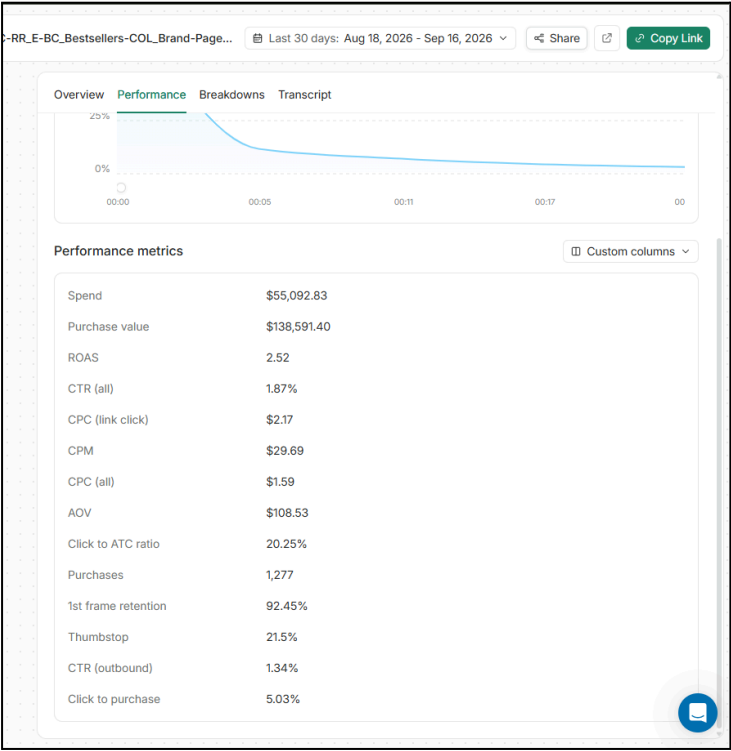
1.79%

Overview Performance Breakdowns	
Performance metrics Custom columns	
Spend	\$24,316.20
Purchase value	\$29,768.40
ROAS	1.22
CTR (all)	1.24%
CPC (link click)	\$2.42
CPM	\$17.27
CPC (all)	\$1.39
AOV	\$118.13
Click to ATC ratio	10.6%
Purchases	252
1st frame retention	0.03%
Thumbstop	0%
CTR (outbound)	0.71%
Click to purchase	2.5%

OverviewPerformanceBreakdowns

Performance metrics

Spend	\$30,004.10
Purchase value	\$53,481.72
ROAS	1.78
CTR (all)	0.92%
CPC (link click)	\$2.51
CPM	\$17.14
CPC (all)	\$1.87
AOV	\$127.34
Click to ATC ratio	13.18%
Purchases	420
1st frame retention	0%
Thumbstop	0%
CTR (outbound)	0.68%
Click to purchase	3.51%



Some other accounts I worked on in B2B, plus client feedback:

	Spent	Key results	Cost per result
	\$699,182.28	-	-
Net_	\$28,363.25	35 Leads	\$810.38
-	0%	0%	0%
Net_	\$24,457.35	304 Leads	\$80.45
CH_B	0%	0%	0%
CH...			
EW LI	\$14,462.30	124 Leads	\$116.63
vo_In	0%	0%	0%
nv...			
EW LI	\$14,400.82	77 Leads	\$187.02
vo_In	0%	0%	0%
nv...			
EW LI	\$14,377.30	81 Leads	\$177.50
vo_In	0%	0%	0%
nv...			
rgetin	\$14,165.40	211 Leads	\$67.13
utGui	0%	0%	0%
atic...			

Jodie Weinrib

11 Sep 2025 at 8:30 AM

@Joe @Via

The campaign is blowing up! But I see that the only ad that is really working is the one that outright says \$5k on the billboard. How bad will it be to only run with one ad?

1

1

2 replies

Via

12 Sep 2025 at 2:13 PM

Not bad if it's the only variant that's working. We'll pause down the variants that haven't had any conversions, and then create a new variant ready for next week

Joe

12 Sep 2025 at 3:03 PM

Scale mode activated @Jodie Weinrib

1

Jodie Weinrib

4:42 AM

Guys, before I go into two crazy weeks of holidays, I just wanted to say - WOW!! What a month we had. the success stats here:

46 qualified demos

13 closed/won deals

revenue total - \$149,770 🌟

About the Audit promo - only 19 of the qualified demos came from the audit promo so even without that we had a stellar month. And only \$12k of the revenue came from the audit promo - so the jump is all coming from the other campaigns!

WHAT A MONTH!! (edited)

image.png



GIF



4

Latest messages

Joe VIP 30 Sep 2025 at 3:38 PM

First slide: "Good job is an understatement, we broke records"



Also sent to the channel

Via 3 Oct 2025 at 6:09 PM

Hey @Jodie Weinrib, sending over the high level stats here as promised:

- Audit campaigns delivered 49 demo leads at a CPL of \$284 (-51% lower than average CPL for September, and -80% lower than the August average).
- SOC 2 was the big winner, delivering most of the volume at the lowest CPL, but ISO also delivered demos well below the average CPL.
- 9 of the leads came from the credit account, making them effectively free.
- Engagement was strong with a 0.65% CTR, higher than the average of 0.46% for other campaigns.
- Best performing ad was the billboard ad with soft profanity referencing the \$5k+ amount (screenshot below).



Joe 10:58 AM

Happy Bonus Day 🤑

- Q4 Bonus: \$2,450.
- I'll just do the same as Q3 as clients are messy atm.
- Ring me when you get a sec, want to chat assignments for March onwards.

Keep up the great work, money bags.

Thanks,



CJ 11:10 AM

moneyclutch.gif



Thanks, @Joe

As always, much appreciated!

Latest messages



Joe 7:33 PM

Let's sync tomorrow man

You're smashing it, it's some minor details on figmas and basically taking it to perfection, but we're 90% there



Great work



Joe ^{VIP} 14 Jul 2025 at 5:24 PM

Thanks man, yeah no worries. I know your a sick copywriter, and I appreciate you taking the feedback positively

1 reply



rim.aoude 4:29 PM



Thank you!

I feel so much better that you are back

I also left comments for other pages:



rim.aoude 7:46 PM



Hey - I left few other comments.

Some valid, some I missed from previous review (and I apologize for that)

Either way, wanted to say everything is looking so good. The ads, the landing pages, the messaging.

Very grateful



CJ 9:11 AM

Yeah, they been talking more about though. Will have to poke my head into that stuff a bit more when there's time.



Jimmy 9:17 AM

Yeah, deffo mate. You've got a lot on and you're smashing it so no drama. When we have more creative resource, you'll be able to dive into more strategy side of things

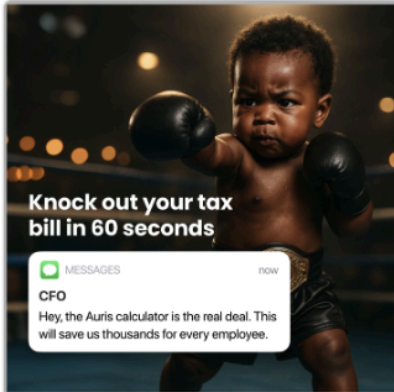
17 October 2025 ▾



Joe VIP 12:09 PM

@CJ you're gonna get us cancelled

CleanShot 2025-10-17 at 12.08.32@2x.png ▾



Such a good ad though

18 October 2025 ▾



Jimmy VIP 12:39 AM

Some of the best ads I've seen 😂



Jordan Smyth <jordan@gleamin.com>

to me ▾



Sat, Sep 18, 2021, 3:29 AM



Will do CJ! I've enjoyed it a lot too. You're had a big impact on the brand, so I'm forever thankful for that.

"CJ came on board and directed the email copy for a large campaign we're pushing. We achieved 20%+ open rate, and the campaign exceeded expectations. We're now looking at ways to incorporate more strategic copy throughout our direct marketing channels."

Industry-leading conversion rates

CJ has helped us establish our brand voice throughout our website and blog. With his guidance, we've been able to maintain industry-leading conversion rates, while expanding our website to show more sides of the brand.

Jordan Smyth

Founder, Gleamin





Jory [redacted]
to me

Mon, 10 Apr, 17:39 (3 days ago) ☆ ↩



Hey man! I decided to dive straight into this and just wanted to say this post was a pleasure to edit! You absolutely CRUSHED it.

Thanks for making my job easy haha!

Talk soon,

.lrv



Kayleigh Dibble 9:41 AM

Hey CJ, sorry for the delay, I have been off sick. Hope you're well and having a good year.

Sure, here's a few words from me 😊

I had the pleasure of working with CJ on some search ad copy whereby we were looking to introduce new keywords, and therefore needed new high-quality ad copy to suit. CJ's approach to the ad copy was fantastic. He clearly understood both the brief and the product really well, and wrote copy in such a natural, engaging way that made our ads stand out from the crowd.



Hannah Anast • 3:28 PM

You're a living legend CJ!!



Jonathan (JMP) 4:01 PM

Yes! It does. You've been a HUGE help, and I really appreciate your thought, time and craft of this campaign. Thanks for helping us bring it to life and yeah, the tracking stuff is a work in progress, haha. I do think we'll hit/exceed target the way things are going right now. A good position to be in

\$170,330.02

USD ▾

Custom ▾

Jun 1 - Aug 31

\$65,000.00

\$0.00
Jun 1

Aug 1



Primoz Bozic <primoz@primozbozic.com>

Fri 24 Jan, 09:22

to me ▾

This is really solid! One of my favorite pages so far. I left a few suggestions for improvements, but otherwise, nice work!
