
Mason Broadway

Creative Strategist · Telehealth & Performance Creative

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Creative strategist with 3+ years building high-volume creator-led video and static ads for telehealth and wellness brands, backed by 10 years in video production. Owns the concepts, hooks, and scripts behind winning ads, reads the performance data, and turns it into the next round of creative, all while staying compliant in a regulated category.

CORE STRENGTHS

Creative Strategy & Testing · Concept & Hook Development · Creator & UGC Scripting ·
Static & Landing Page Creative · Creative Performance Analysis · Compliant Telehealth Creative ·
Media Buyer Collaboration · AI-Assisted Workflow

EXPERIENCE

Head of Production & Creative Strategy **GASSED Agency**

Apr 2023 – Present

Performance creative agency producing high-volume creator-led ads for national telehealth and DTC brands.

- **Own strategy, concepting, and scripting** for winning video and static ads across telehealth and wellness brands, tailored to the landing pages they drive to.
- **Build compliant, high-converting creative** for regulated categories like GLP-1 and other peptides, balancing performance with category ad requirements.
- **Analyze creative** (hook rate, thumb-stop, hold rate, CTR, CPA, ROAS) and partner with media buyers to turn winning data and customer insights into new concepts, hooks, and iterations.
- Use AI tools that surface live ad-performance data to guide scripting decisions.
- **Produced 10,000+ creator-led and UGC ads** across TikTok, Meta, YouTube Shorts, and Snap, including multiple creatives backing 6–7 figure spend.
- **Run 15–20 shoots per week** (2 concepts, up to 5 iterations each), supporting campaigns averaging \$1.25M+ in weekly paid media.
- Hired and trained 5 producers and built the studio's production systems across 8 simultaneous sets.

Freelance Video Producer

2015 – Present

- Brand, event, and short-form content for clients including UCSD, FINIS (aired on ESPN), and Red Bull.

SELECTED WORK

- **Celebrity-Led GLP-1 Campaign (Raven-Symoné):** Producer and DP; delivered 25+ ad iterations from 5 concepts.
- **Enhanced Games (Abu Dhabi):** Creative lead on a 10-day international shoot with 30 elite athletes; concepted on the fly and produced GLP-1, TRT, and supplement creative still in rotation today.
- **Mike Tyson TRT Spot:** DP on a talent-driven direct-response spot for a national wellness brand.

BRANDS, TOOLS & EDUCATION

Brands: Ro · Hims · OPositiv · GNC · Harry's · Fabletics · Bumble · Beard Club

Tools: Motion · Claude · Higgsfield · ElevenLabs · Notion · Premiere Pro · CapCut · Frame.io · Google Workspace

Education: California State University San Marcos — Coursework in Art, Media & Design (Media & Film)