

Nis Bea

Nischal Bhattarai

Creative Strategist & Video Ad Editor

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Nepal, remote

PROFILE

Creative strategist and video ad editor. Six years of editing, the last three making direct-response ads for health and supplement brands doing 7-figure months. I research the angle, write the copy, edit for retention, and set up AI-assisted workflows so a team can produce more without losing quality.

7,000+ ads shipped 6 years editing 3 years in direct response
4.8★ on Fiverr, 100% satisfaction

EXPERIENCE

Creative Strategist & Video Ad Editor Last 3 years

Direct-response ecom brands, in-house · health, supplements and general products

- Ran the full process for each ad: research, angle, hook, script, edit, testing and iteration.
- Produced around 3 videos and 5 statics a day: VSLs, AI UGC, drama, expert, story and song ads, statics, natives, advertorials and carousels.
- Tested on a schedule matched to each account and budget, and used the results to brief the next round.
- Built the team's AI-assisted workflow for research, scripting, production and pre-launch checks.
- Wrote SOPs and prompts for each ad format and trained editors to use them.

Freelance Video Editor · Fiverr and YouTube 3 years, from age 16

- Made ecom video ads for clients on Fiverr, with a 4.8★ rating and 100% satisfaction.
- Edited for YouTube creators, including the channel Loksansar.

HOW I WORK

Research competitors, the Ad Library and customer language daily. Find the angle the market isn't using. Write hooks across the first frame, on-screen text and spoken line. Edit by hand in Premiere Pro and CapCut, with AI for b-roll, voice, music and sound. Test, read the results, and re-cut the winners.

SKILLS

Strategy	Competitor and Ad Library research, customer research, angle development, hook writing, direct-response copywriting, advertorials, creative testing and analysis
Production	Premiere Pro, CapCut, Photoshop, AI video, voice and image tools, motion graphics, sound design, captions
Platforms	Meta Ads, Shopify
Languages	English (fluent), Nepali (native), Spanish (working)