

Zen Richards

Creative Strategist for DTC brands

PREPARED FOR JESSE DE BAKKER

THE SHORT VERSION

I plan campaigns as worlds, then build every asset inside them. The angles, the ads, the briefs, the emails, the landing page.

Inside two Klaviyo agencies I shipped 60 to 80 emails a week across a dozen accounts. That pace, at quality, is my baseline.

The lens I bring: heavy focus on the pre and post purchase funnels. Consistent touchpoints on every channel, and repetition that buys mental real estate... a first-time visitor and a third-order customer are in different places on the journey, so they hear different things from us.

My lane is the full creative chain: customer research, direct response copy, ad concepts, UGC and editing briefs, email and retention (Klaviyo Certified), landing page copy.

You asked two things: what brands, and what size. Both are below.

AGENCY BACKGROUND

Most of this work ran through two Klaviyo agencies where I held the creative chair, plus my own shop:

- **MKTG Emails** ... 9-figure Klaviyo agency
- **Adsumo Digital** ... 7-figure Klaviyo agency; Upairy and Green Goo ran through here (Michael, Adsumo's CEO, is quoted below)
- **Zatreides** ... my own creative studio for DTC email and retention; the portfolio you'll see ships from here

My lane on every account: angles, copy and design. I didn't run media buying, so I won't quote ad spend I didn't manage ... store revenue and email numbers below are what I can stand behind.

BRANDS AND NUMBERS

BRAND	NICHE	WHAT I DID	NUMBERS
Flatpack	Furniture · AUS	Angles, copy, design ... campaigns + flows	A\$400K store month (+297%); A\$113K from email, up +554% †
Love Luggage	Luggage · NZ	Campaigns + flow creative	NZ\$489K store month; NZ\$127K from email; 62% of it on autopilot flows †
Upairy	DTC	Email creative	Store doing ~\$800K/month ‡
Madcow	DTC · US	Email program creative	+926% attributed email growth in 30 days †; email drove ~50% of revenue, two years running, and they still run my flows today ‡

BRAND	NICHE	WHAT I DID	NUMBERS
Green Goo	Natural skincare · US	Built their flows + the entire Summer '25 campaign calendar	\$10M+ brand, 300K DTC customers (public record); email ran ~40% of revenue ‡
Best Body	Women's apparel · AUS	Campaign copy + design	62–76% opens, month after month † · email pulled ~A\$40–60K/mo across campaigns + flows ‡
InnerDose	Health supplements · AUS	Weekly editorial campaigns	33–40% opens on every send † · email at ~A\$40–60K/mo, campaigns + flows ‡
Bushdoof	Auto lighting · AUS	Campaign copy + design	48–59% opens across the log † · email at ~A\$40–60K/mo, campaigns + flows ‡
XYKO	DTC · NZ	Campaign + flow creative	Featured on Really Good Emails

† Straight from the Klaviyo dashboard ... I can screen-share any of these on a call.

‡ From my time on the account, confirmed on calls with the agency owner.

My bests: most made in a month ... NZ\$489K store / A\$113K email-attributed. Best improvement ... +554% email revenue in 30 days. Best opens ... 76%, with a 62%+ floor month-round.

HOW I'D BUILD YOUR CREATIVE SYSTEM

You said creative is the biggest lever right now. Here's how I'd run it, mapped to what you listed.

The frame first: I'm trying to get more out of every visitor you already pay for. When email is selling, branding and killing objections between sessions, every ad on the account reads better... the click lands on someone who's already half-sold. That's ROI on all fronts, not just a prettier inbox.

1. **Mine the winners.** Pull the account's top ads and break down why each one won: hook, angle, format, audience. Double down on what's working, cut what isn't. And your best organics become the paid front line... if a post already won attention for free, it earns ad budget first.
2. **Mine the customer.** Reviews, support tickets, ad comments, competitor ads. I build deep personas tied to 100+ USPs for the brand, so every angle has a target and a reason. The next winning hook is usually sitting in the customer's own words.
3. **Turn insight into concepts.** Each angle becomes a small campaign world. Statics, video, UGC and email telling one story, so every asset compounds. I also keep a running swipe of winning DTC creative from across the net... no guessing at what the market already proved.
4. **Brief it clean.** This is where I'd audit the current UGC workflow. Creators get script skeletons to follow: written hooks, beat-by-beat bullets, the dos and the don'ts. They stop guessing, you stop reshooting, and output gets sharper and faster.
5. **Scale what works.** Winning message, new formats. Winning format, new messages. Feed the performance data back in and run it again.

At \$11k/day, the hard part is finding the next true angle fast enough. That's the job I'd own.

WORK SAMPLES

Portfolio: zatreides.com/portfolio ... 130+ shipped campaigns on the wall, filter by niche, with the real Klaviyo dashboards sitting behind the case studies.

What it's like to work with me, from the people who ran the agencies:

"His work was always consistently high quality and on time. He made my life very easy and filled a really vital hole in our team. Zen would be a great asset to any team needing an experienced copywriter."

Angus, CEO, MKTG Emails

"He took feedback very seriously... you could actually see things get better. He wasn't just taking it, he was implementing it. If you need an experienced copywriter, hit Zen up."

Michael, CEO, Adsumo Digital

Michael's full video testimonial is on the portfolio.

AN OFFER

Here's what I'd actually put on the table: a 30 day creative buildout for a brand of your choice. A few statics, emails, UGC scripts and ad scripts, plus a content calendar to run them on. You see how I think and how fast I ship before we ever talk terms.

NEXT STEP

If the work and the history read right to you, happy to get on a call and see if a full time partnership is worth pursuing.

Zen Richards

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