

DEBBIE SIBAL



Ad Creative Designer & Meta Ads

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SUMMARY

Ad creative designer who also runs the ads. I design static ads and AI product imagery for fashion and footwear brands, then build and launch the campaigns in Meta Ads Manager: 154 campaigns and €38.8K in ad spend so far. Remote from Manila, available now for US, EU or AU hours.

SELECTED PROOF

154

META CAMPAIGNS LAUNCHED

€38.8K

AD SPEND MANAGED

1,081

PURCHASES

1.57M

IMPRESSIONS

699K

REACH

Source: Meta Ads Manager, Jul 2023 – Aug 2026, fashion and footwear stores.

AI product imagery and store visuals for *Zennuvo* (fashion, AU) and *Monklima* (fashion, DE).

EXPERIENCE

Digital Content Creator & Brand Strategist

Jan 2022 – Present

Self-employed · Freelance

- Built and launched 154 Meta ad campaigns for fashion and footwear stores: €38.8K spend, 1.57M impressions, 1,081 purchases (Jul 2023 – Aug 2026)
- Design static ads, carousels and collages: feature callouts, lookbooks, colorway grids, magazine and iMessage-style creatives (Brooks New York, Elizabeth's Seaside Boutique)
- Create on-model and on-foot AI product imagery for stores in AU, DE and the US
- Research winning ads in the Facebook Ads Library with AdHunter Scraper, a tool I built; also built Ad Collage Generator and Creative Ad Studio
- Create UGC photos and AI-generated UGC-style videos (Google Flow) for beauty and fashion brands (Elora Lashes); 24K+ Instagram followers

Shopify Store Builder

Feb 2019 – Present

Freelance & own stores · Shopify Partner

- Build and launch Shopify stores for clients and my own brands: themes, collections, apps
- Build small tools for store work: CSV converters, image extractors, a Chrome extension

Support Specialist

Jan 2026 – Present

Shogo.fr · Remote

- Run the Helpwave inbox for European e-commerce stores, including Polish customers
- Track parcels, sort out delivery problems and edit order addresses in Shopify

Shopify Expert Assistant / E-commerce Support

Feb 2025 – Jan 2026

ThriveEdge · Remote

- Optimized product feeds in Google Merchant Center
- Managed listings, collections and SEO; handled customer support and orders

Customer Service Representative

Sep 2025 – Dec 2025

Alorica · Part-time, on-site

- Resolved customer inquiries in a high-volume BPO within quality and handle-time targets

Shopify & Content Manager

Jan 2022 – Aug 2025

Aquariums For Beginners · Remote

- Ran the Shopify store: listings, SEO and store visuals
- Built the website; wrote every blog article, plus product descriptions and newsletters

SKILLS

Static ad design
Carousel and collage ads
AI product imagery (on-model, on-foot)
Ad research (Facebook Ads Library)
Meta campaign build and launch
UGC photos and AI UGC video
Shopify product pages and listings

TOOLS

Meta Ads Manager
Canva · CapCut
Google Flow · Google AI Studio
Claude · AI image generation
Shopify · Google Merchant Center

TESTS

English: C2 (advanced/mastery, approx. IELTS 9)
Typing: 72 WPM net, 98% accuracy

LANGUAGES

English (C2)
Filipino/Tagalog (native)

EDUCATION

Bachelor of Business Administration,
Major in Financial Management
University of Manila
2022 – 2026 (graduated)