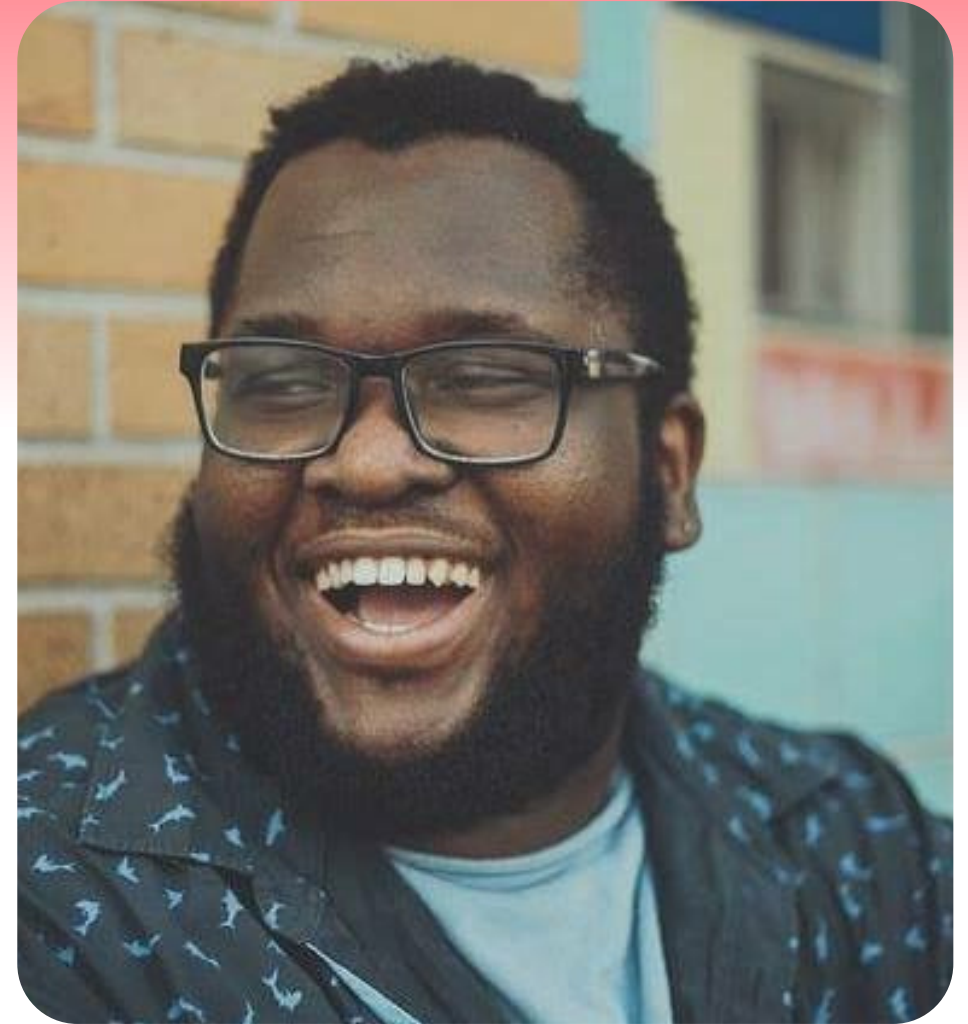


Hello, I am Tony Destin

Social Media Strategist |
Content Marketing | Influencer
Partnerships








Who I Am and What I Do




- Digital marketing strategist & content creator specializing in social media growth, brand engagement, and viral content.
- Led campaigns for major brands like TurboTax, Grammarly, and Candy Crush, driving 5M+ views on a single TikTok video and 320K+ impressions per campaign.
- Scaled brands from 300K to 3.1M followers and increased website traffic by 30% through data-driven marketing strategies.

Social Media Strategist | Content Marketing | Influencer Partnerships




Social Media Strategist



-  Scaled accounts from 300K to 3.1M with data-driven strategies.
-  Led viral campaigns, including a TikTok ad with 4.9M+ views.
-  Optimized content for TikTok, Instagram, LinkedIn, and YouTube.

Content Marketing

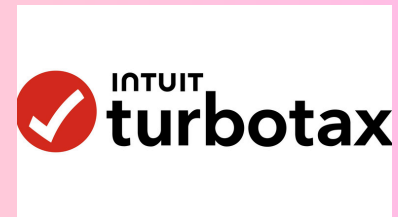
-  Crafted high-converting ad scripts to boost click-through rates.
-  Increased website traffic by 30% with SEO-driven content.
-  Created engaging videos, short-form copy, and interactive media.

Influencer Partnerships

-  Partnered with Candy Crush, Chumba Casino, and Grammarly on top campaigns.
-  Built engaged niche communities for authentic brand promotion.
-  Managed collaborations that drove thousands of conversions.

 Proven track record of turning engagement into real results. 

Worked With



Examples of Performance- Driven Ad Campaigns

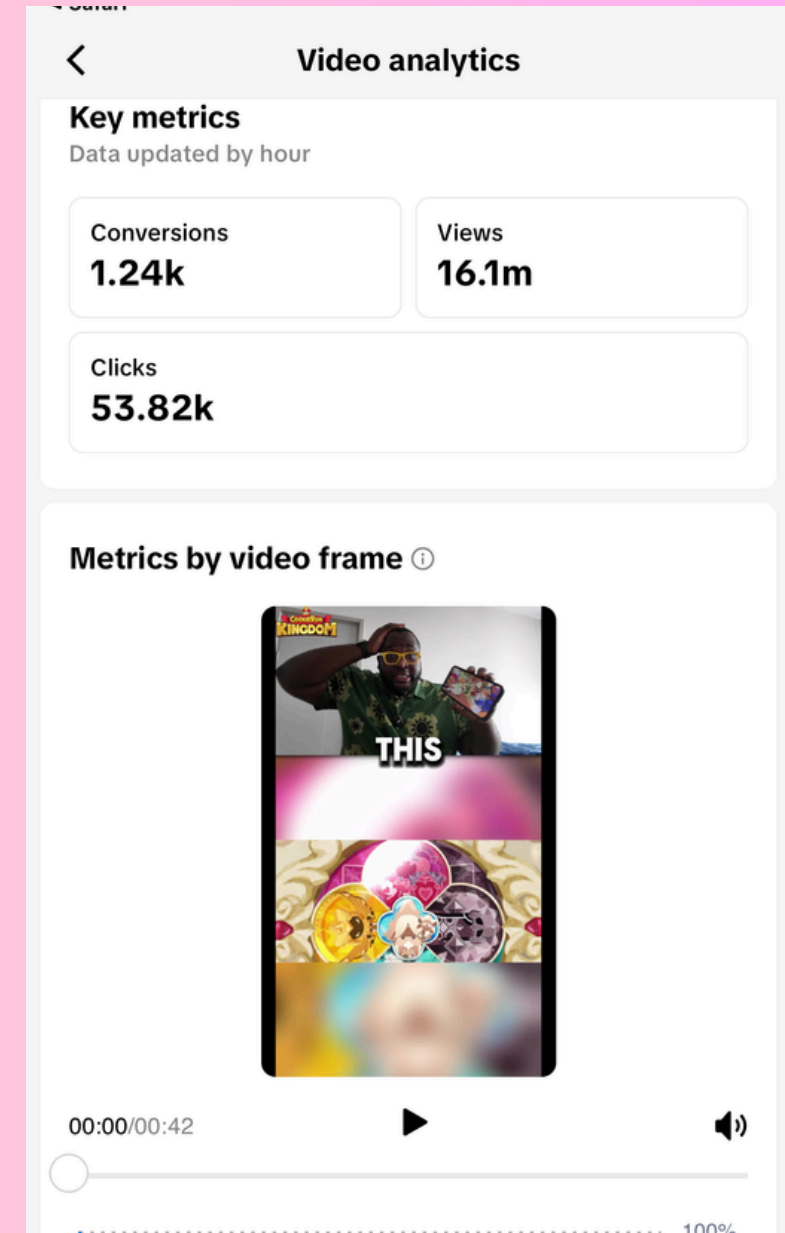
- ✓ 25M+ total views across campaigns for CookieRun: Kingdom, Grammarly, Chumba Casino, and Zombie.io
- ✓ 100K+ total clicks generated from performance-driven UGC ads
- ✓ CookieRun: Kingdom: 16.1M views, 53.8K clicks, 1.24K conversions — top-performing UGC campaign
- ✓ Chumba Casino: 1M+ impressions, 18K clicks, 10K+ conversions
- ✓ Zombie.io: 1M+ impressions, 30K clicks, 2.3K conversions — strong engagement in survival niche
- ✓ Grammarly: 1M+ impressions, 21K clicks — proved adaptability beyond gaming verticals

Case Study: Cookie Run Kingdom

- 🍪 16M+ Views | 53.5K+ clicks

Why It Worked

- ✅ Strong hook & authentic energy – The opening moments featured real, unscripted gameplay reactions, instantly building trust and drawing viewers in.
- ✅ No-friction signup CTA – Emphasizing quick and easy entry into the game lowered hesitation and encouraged clicks.
- ✅ Real player POV – The ad was built from over 30 minutes of actual gameplay footage, handpicked for the most engaging and relatable moments.
- ✅ Casual gamer targeting – Visuals, captions, and tone were tailored for mobile gamers looking for fun, personality-driven content.
- 📌 Result: 16.1M views, 53.8K clicks, 1.24K conversions — one of the top-performing UGC campaigns in my portfolio and still growing till this day.

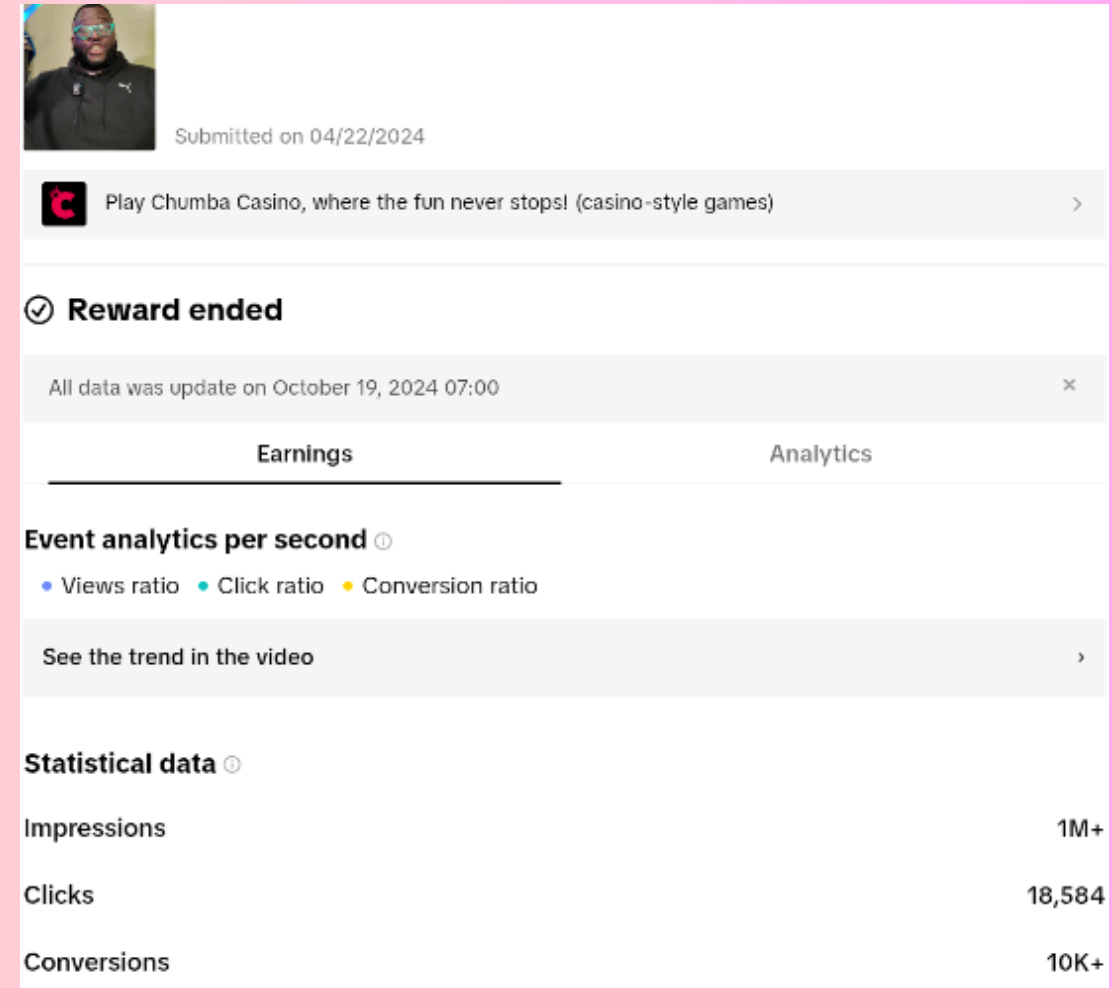


Case Study: Chumba Casino

- 🎰 1M+ impressions | 18K+ clicks | 10K+ conversions

Why It Worked

- ✅ Strong hook & repetition – The opening line used repetition (“Chumba, Chumba, Chumba!”) to create instant brand recall and excitement.
- ✅ No-friction signup CTA – Highlighting the ability to play without downloads removed a major conversion barrier.
- ✅ Exclusive incentive – The promise of 2M gold coins encouraged immediate sign-ups, boosting conversion rates.
- ✅ Casual gamer targeting – Language and visuals catered to casual and social casino players, increasing ad effectiveness.
- 📌 Result: High engagement, strong CTR, and one of the best-performing conversion campaigns in my portfolio.

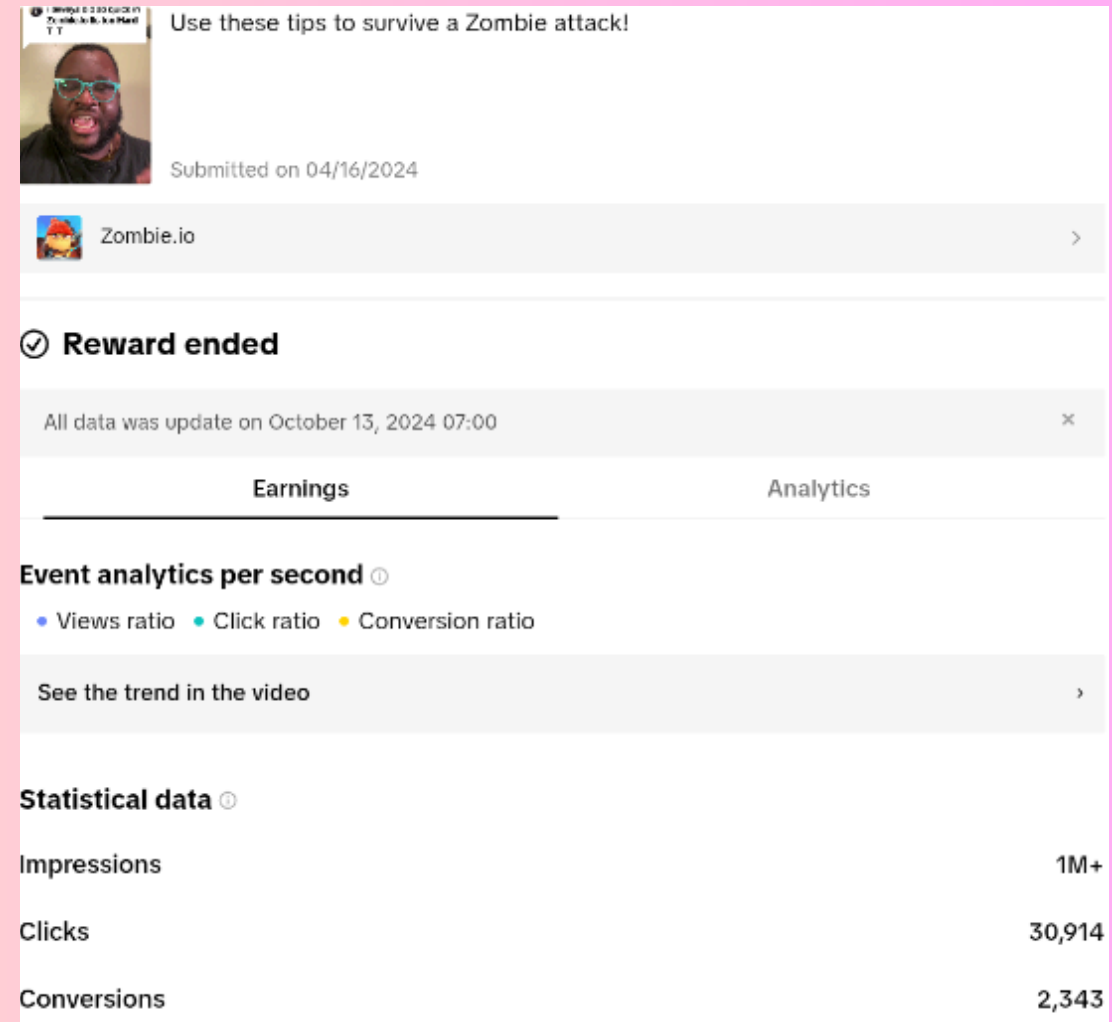


Case Study: Zombie.io

- 🧑 1M+ impressions | 30K+ clicks | 2.3K+ conversions

Why It Worked

- ✅ Relatable & engaging – Opened with a humorous, relatable struggle (“I always die so quick in Zombie.io”), making it instantly engaging for gamers.
- ✅ Educational & value-driven – Provided actionable survival tips, positioning the ad as both entertaining and helpful.
- ✅ Exclusive in-game rewards – The CTA highlighted 911 draws, police pet corgi, etc., creating a sense of urgency and exclusivity.
- ✅ Seamless integration of gameplay mechanics – Encouraged strategic play by emphasizing the importance of movement and power-up selection.
- 📌 Result: High engagement, strong click-through rates, and an effective blend of content + rewards-driven conversion strategy.

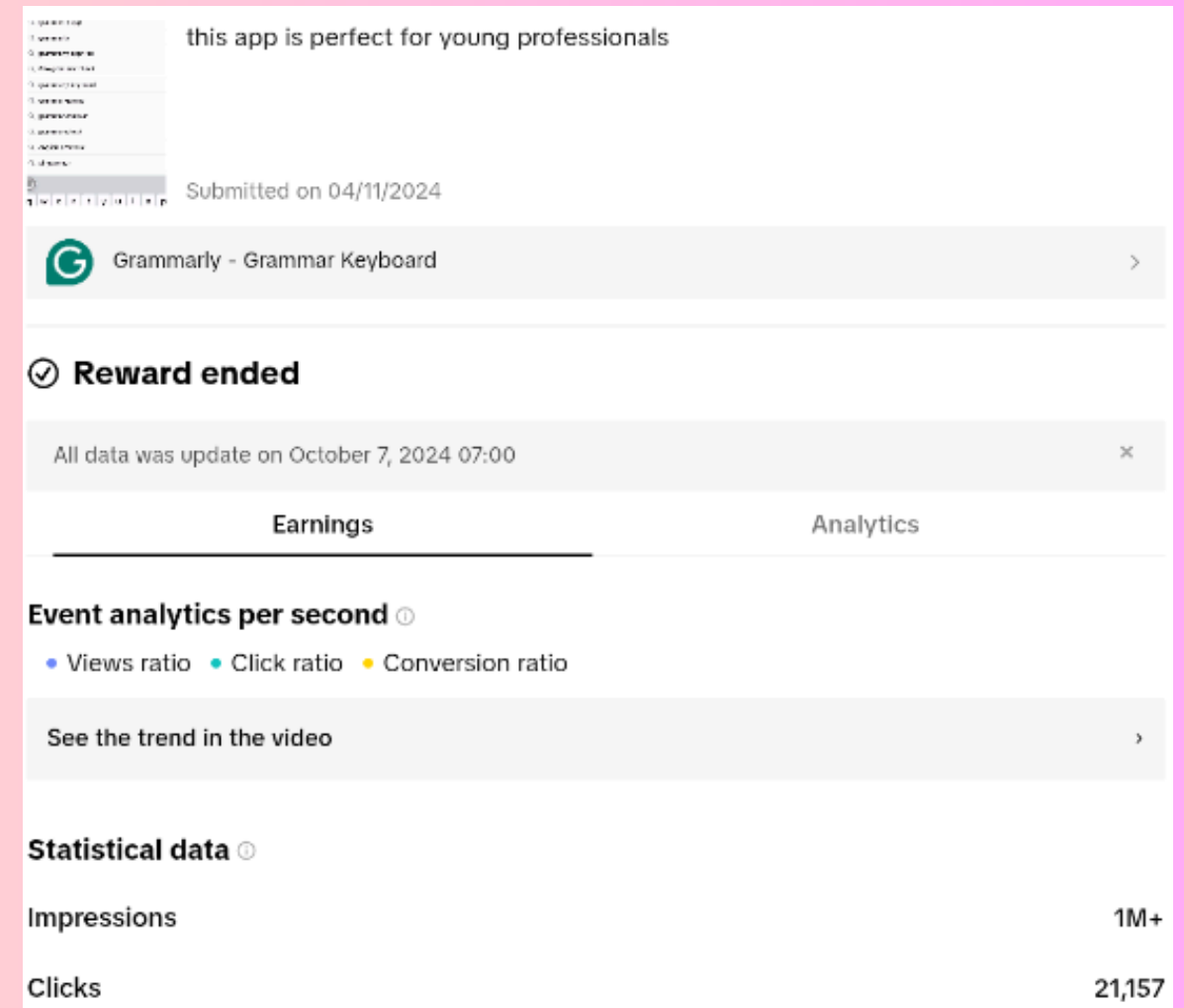


Case Study: Grammarly

- 📱 1M+ impressions | 21K+ clicks

Why It Worked

- ✅ Relatable hook – Positioned Grammarly as an essential upgrade for young professionals, instantly connecting with the audience.
- ✅ Conversational & engaging tone – Used humor and real-life scenarios (quitting a job, telling a friend to stop sending memes) to keep the ad entertaining while subtly showcasing Grammarly's usefulness.
- ✅ Strong problem-solution framing – Emphasized how Grammarly makes writing more professional, efficient, and polished, making it feel like an essential tool.
- ✅ Modern & aspirational CTA – “You’re growing up. It’s time your keyboard did too.” Reinforced Grammarly as a natural progression in professional development.
- 📌 Result: High engagement, strong click-through rates, and a compelling balance of entertainment + practical utility to drive installs.



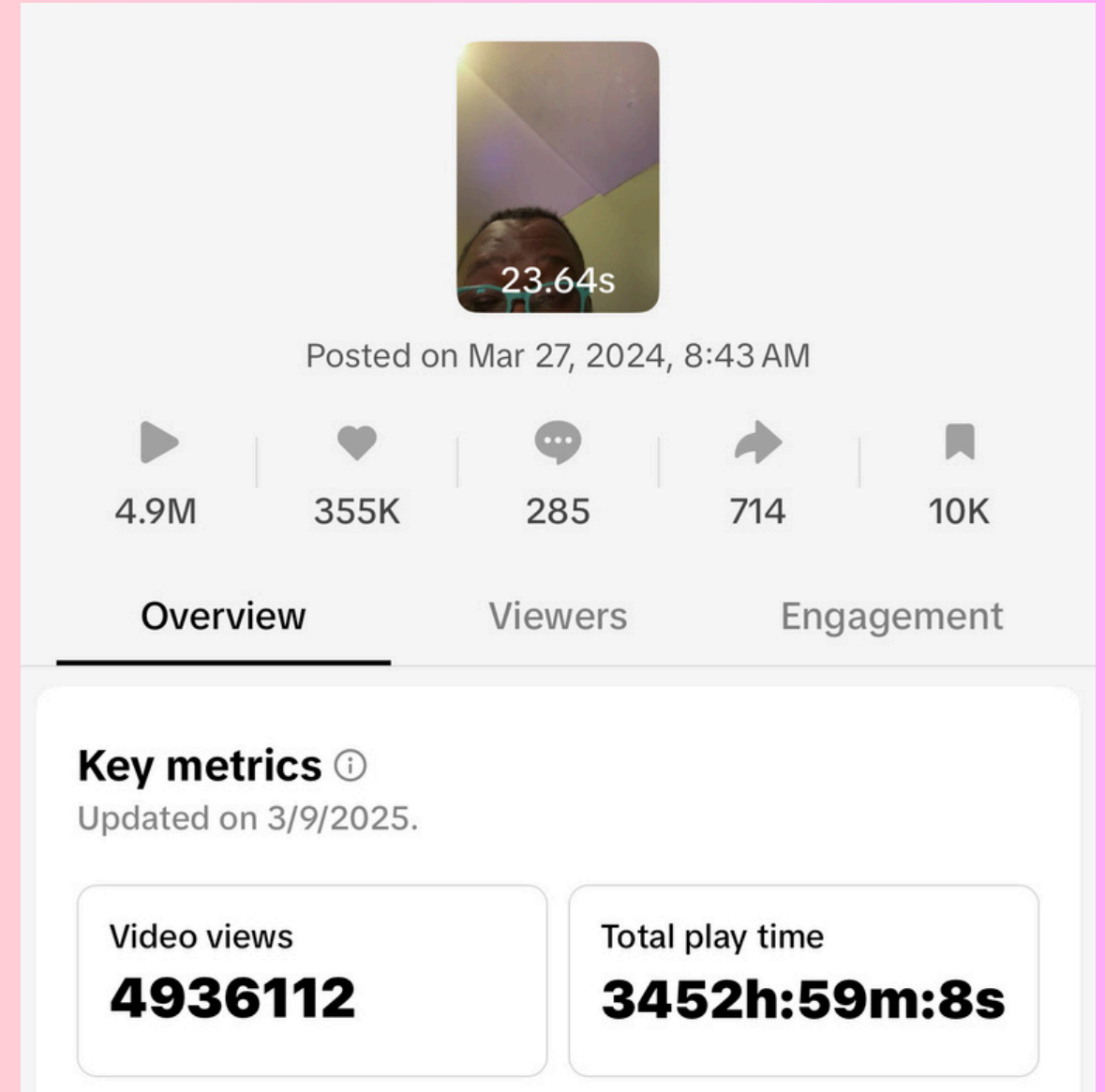
Case Study: Candy Crush

🔥 4.9M+ views | 355K+ likes | 10K+ shares

Why It Worked

- ✅ Timely & Event-Driven – Leveraged the hype around Candy Crush All-Stars, making it feel like a challenge viewers had to prepare for.
- ✅ Humor & Relatability – The exaggerated “Sir, Yes, Sir” drill-sergeant tone and “Help me” reaction made it instantly memeable, engaging audiences who love gaming humor.
- ✅ Strong Visual & Audio Cues – The dramatic door creak and AI-generated Candy Crush Coach created an immersive experience that held attention.
- ✅ Community Engagement – Encouraged participation by making the ad feel like a shared challenge, prompting comments and shares.
- 📌 Result: Viral engagement, high retention, and a top-performing gaming ad that turned a casual mobile game into a serious mission. 🚀







Watch Here: [TikTok](#)



Systems I've Engineered

I don't just create content — I engineer the systems that help brands publish faster, repurpose smarter, and scale without burning out. Below are tools I've developed to automate and enhance short-form video workflows, using AI, APIs, and full-stack automation.

Case Study: AI Video Repurposing System

-  Flask + FFmpeg + ChatGPT + Make.com | Powers 3+ monetized brands
 - Why It Worked
 -  AI-generated captions – Used ChatGPT to create high-converting captions and comments for each post.
 -  Visual rebranding – Applied FFmpeg filters, LUT color grading, and animated watermarks to bypass repost detection and maintain a consistent visual identity.
 -  Full automation – Integrated Google Sheets and Make.com to auto-publish content 24/7 across Instagram, Facebook, and TikTok.
 -  Scalable infrastructure – Designed for creators, agencies, and brand pages to repurpose videos across platforms without manual editing.
-  Result: Reduced editing time by 90% and enabled hands-free publishing at scale for multiple verticals.

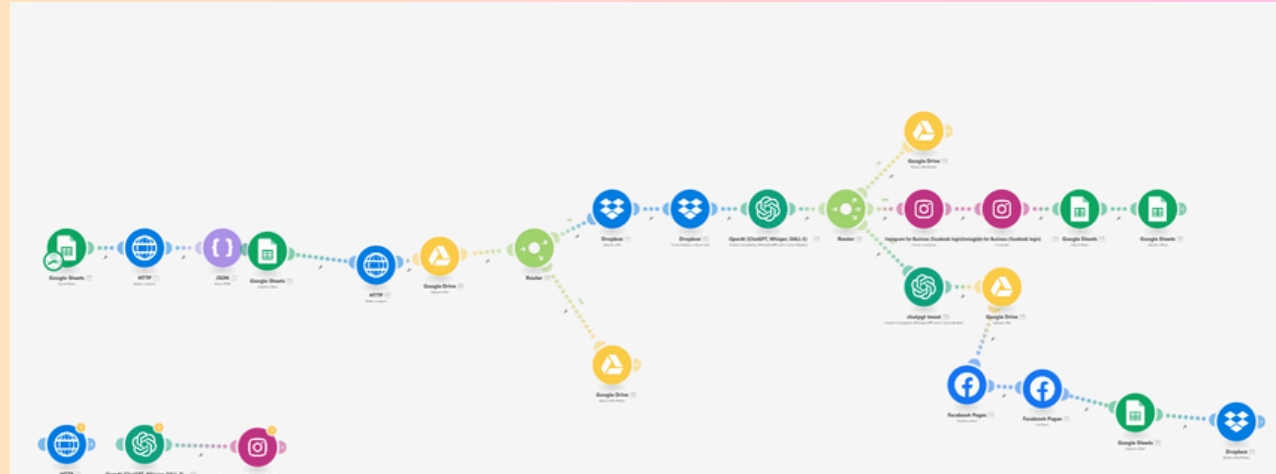
 [View GitHub Repo → brandflow-Ai](#)

Open-source Flask backend for short-form video automation



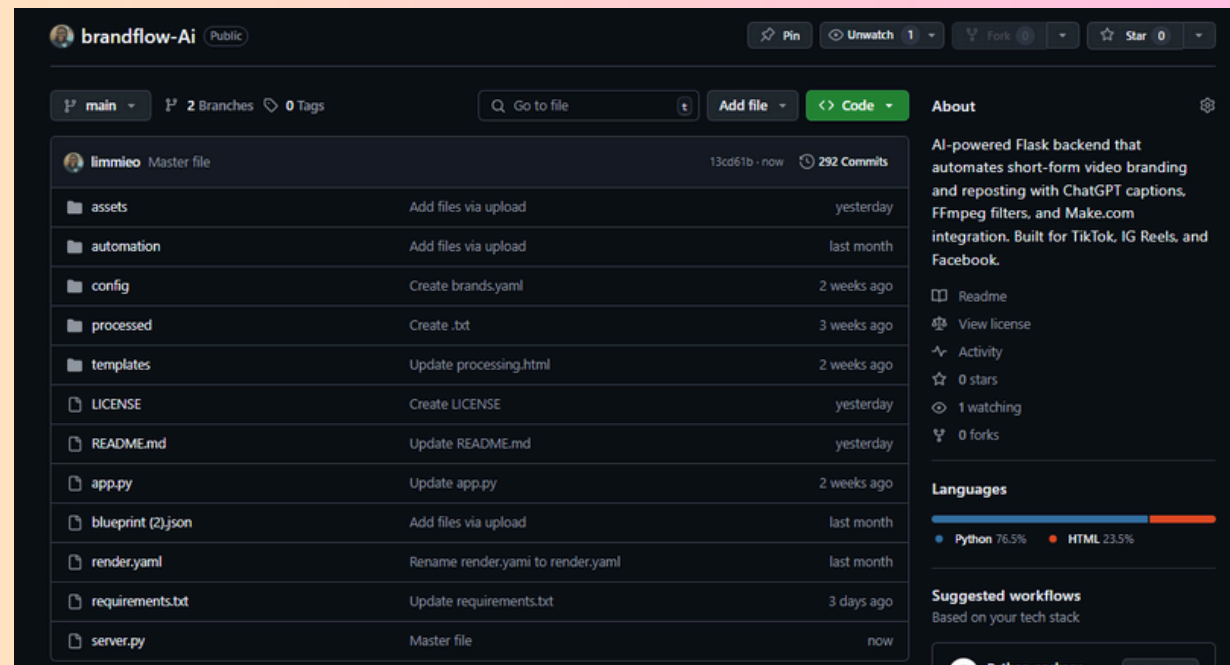
Automation Workflow Diagram (Make.com)

End-to-end pipeline from Google Sheet input to multi-platform publishing via Dropbox, ChatGPT, and APIs.



GitHub Structure Preview

Modular and clean backend setup supporting brand-specific automation via Flask.



⚙️ Brand Config Format Code Snippet

Dynamic brand profiles supporting unique LUTs, captions, watermarks, and outros.

🔧 Brand Config Format

```
"example_brand": {
  "metadata": "brand=example_brand",
  "lut": "example_lut.CUBE",
  "watermarks": [
    "wm1.png",
    "wm2.png",
    "wm3.png"
  ],
  "captions_file": "example_brand_captions.txt",
  "outro": "example_brand_outro.mp4"
}
```

📊 Live Google Sheet Queue

Central dashboard for managing video status, drive sync, and AI-generated captions.

	URL	Status	In DRIVE?	Date	Caption	Facebook Link	Instagram
1	https://vt.tiktok.com/ZShwmqPRw/	Posted	✓	2025-05-27T02:	Okay, but how do you narrow down your favorite		https://www
2	https://vt.tiktok.com/ZShwm95BL/	Posted	✓	2025-05-27T06:	Okay but this view in Indonesia has me dreaming		https://www
3	https://vt.tiktok.com/ZShwm9pdB/	Posted	✓	2025-05-27T11:	Okay but can we talk about how much Thailand has		https://www
4	https://vt.tiktok.com/ZShwmD6qf/	Posted	✓	2025-05-27T16:	Laos really knows how to steal a heart with views		https://www
5	https://vt.tiktok.com/ZShwuRFT9/	Posted	✓	2025-05-27T21:	Borneo is calling and I'm totally here for it! 🌴🔥		https://www
6	https://vt.tiktok.com/ZShwmK6Wv/	Posted	✓	2025-05-28T02:	Just when I thought Vietnam couldn't get any more		https://www
7	https://vt.tiktok.com/ZShwmEUbN/	Posted	✓	2025-05-28T07:	Okay but this beach is giving me all the vibes 🌊🌴		https://www
8	https://vt.tiktok.com/ZShwmockj/	pending	✗				
9	https://vt.tiktok.com/ZShwuJFFU/	pending	✗				
10	https://vt.tiktok.com/ZShwu8EW5/	pending	✗				
11							

Get in Touch

I've helped brands reach millions of views, thousands of conversions, and high engagement across social media. If you're looking for strategic, high-performing content, let's collaborate! 📧



Email

Tonydestinpromo@gmail.
com
