CREATIVE & MEDIA PORTFOLIO

ELIJAH AGUOCHA

Video editor, content lead and creative director for social video, carousels and marketing content. I write the brief, make the piece, and judge it against the brief.

YouTube
youtube.com/@elijahaguocha

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eliaguochu@gmail.com

Projects 01–02 are my own work. Projects 03–04 are client work, shown with credit.

2026

ABOUT

CONTENT THAT SHIPS, JUDGED AGAINST A STANDARD

For two years I have run content production for a Canadian B2B business, leading a team of 25+ videographers, editors and writers. I write the briefs, review every edit against a written quality standard I built, and give notes on hook, pacing, framing, captions and audio before anything publishes.

Alongside that I make my own content about AI and content creation: talking-head reels, carousel series and long-form YouTube videos. Everything in this portfolio comes from that work.

On a Mercor AI training project (Odin) I wrote realistic client briefs, prepared their input files and produced the finished deliverables on camera. All 9 tasks were approved, and I was promoted to the top Super Writer tier within 10 days.

- Short-form video
- Long-form YouTube
- Carousels and social design
- Thumbnails and packaging
- Email and campaign copy
- Slide and pitch decks
- Creative briefs
- AI output evaluation

23k → 76k
YouTube subscribers grown for my employer

3.9M
YouTube views, 165.9K watch hours

150+
pieces of content a month across 5 platforms

7 → 2 days
long-form turnaround after I rebuilt the pipeline

9 / 9
Mercor Odin tasks approved

Since 2021
paid AI evaluation with a written reason for every call

Tools

CapCut · Premiere Pro · Photoshop · Canva · Google Slides and PowerPoint · Remotion · n8n · Claude, ChatGPT and AI video generators

PROJECT 01 · SOCIAL DESIGN

A 30-POST CAROUSEL SERIES

Brief. Thirty Instagram and LinkedIn carousels for creators and small business owners who want to use AI for content but don't trust it. One idea per post, readable at thumbnail size, and recognisable as mine without a logo.

Constraints. 1080×1350, 6 to 12 slides each, one comment-keyword CTA on the last slide, no stock photos.

Decisions. A navy cover with a cream body so the swipe feels like turning a page. Montserrat caps for hooks, Poppins for body. A stick figure carries the emotion (the flop, the win, the money), so each cover reads without the caption.

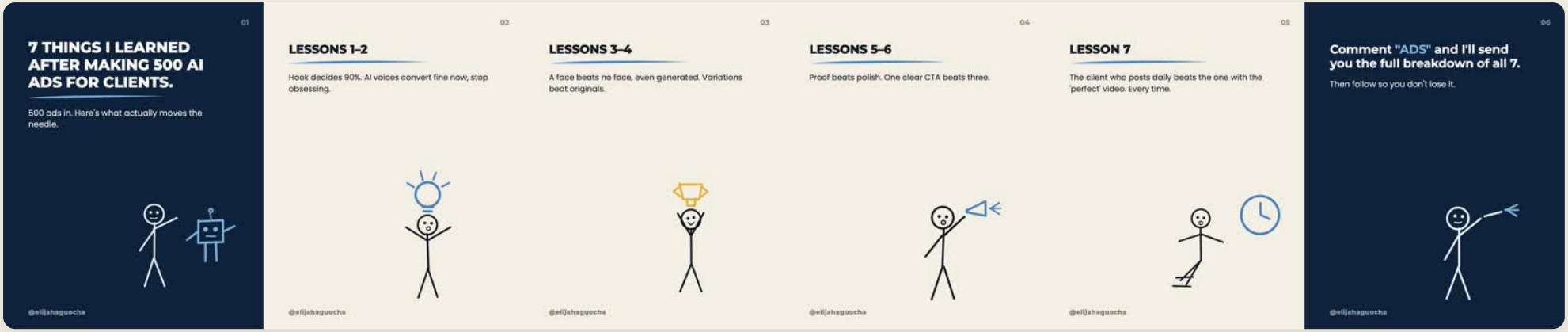
Hooks. Each cover opens on a confession, a contradiction or a number: "I made 200 AI videos nobody watched", "Stop learning prompt engineering".



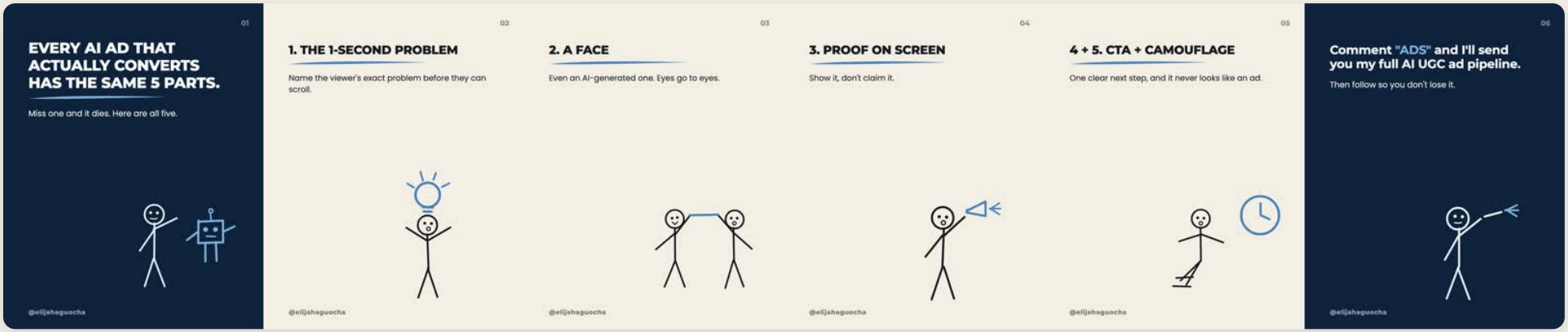
Covers of all 30 carousels

PROJECT 01 · FULL CAROUSELS

EVERY SLIDE EARNS THE NEXT SWIPE



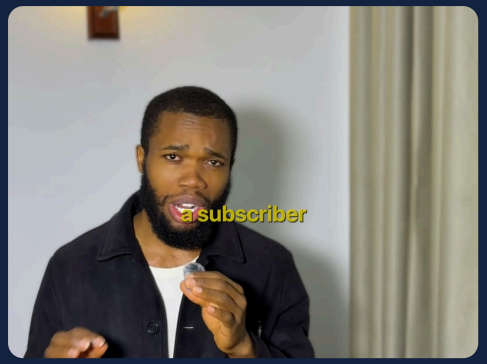
"7 things I learned after making 500 AI ads for clients": seven lessons grouped into four body slides, so the swipe count stays at six.



"Every AI ad that converts has the same 5 parts": one numbered part per slide. The last two are merged so the CTA lands on slide 6.

PROJECT 02 · SHORT-FORM VIDEO

TALKING-HEAD REELS, SHOT AND CUT BY ME









WHAT I DID

Scripted, lit, shot and edited a series of 10 reels (31 to 87 seconds) on growing an audience with AI. Single-camera, one take per section, cut on the waveform.

CRAFT

No dead air, half words or restarts. Word-by-word captions with a highlight colour on the key word. Hook in the first second, a pattern break every 3 to 5 seconds, audio levelled to -14 LUFS.

WATCH

Reels: instagram.com/elijahaguocha
Long-form: youtube.com/@elijahaguocha

Frames from the finished reels

PROJECT 03 · CLIENT WORK · YOUTUBE PRODUCTION

SERGE GATARI: 23K TO 76K SUBSCRIBERS

I run content production for Serge Gatari (ClientAcquisition.io): briefs, editing, review and packaging (titles and thumbnails) for long-form YouTube. Below are some of the channel's best-performing videos from 2024 to 2026.



128K views
Don't Sell AI Agents, Sell AI Infrastructures Instead



60K views
I Made $1M with AI in 45 days



57K views
RAW Reality: Owning A $8,000,000 Business In Montreal



45K views
The ONLY Video You Need to Build a 1-Person AI Business



43K views
Watch AI Build Him a $1M Business LIVE in 55 Minutes



33K views
Watch me build an AI growth infrastructure in 30 minutes



30K views
Why working a 9-5 Job is RISKY in 2026



25K views
Full Day In The Life Of a Multi-Millionaire

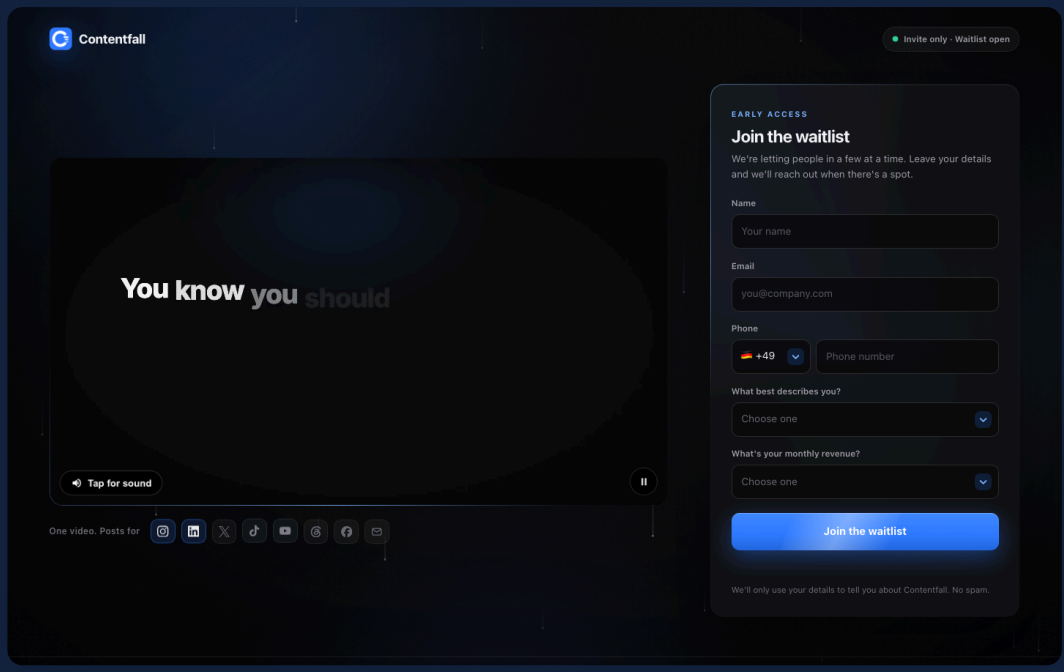
BRANDS I BUILT FROM SCRATCH

@clientacquisition.io · Instagram
Started the company's Instagram from zero: positioning, content pillars, carousel and reel formats, captions and the posting system.

@wassimdakka · Instagram
Built a founder's personal brand from zero: the profile, the content plan, and the reels and carousels made from his calls and interviews.

@cookwithserge · YouTube and Instagram
Launched a second channel for Serge Gatari on both platforms, with its own format and packaging.

contentfall.com · Website
Designed and built the launch site for Contentfall, a "one video, posts everywhere" content product: a kinetic-type video hero, platform row and waitlist form.



contentfall.com, live landing page

HOW I WORK

BRIEF IT, MAKE IT, JUDGE IT

This is how I briefed the carousel on page 4, followed by a sample of how I would judge two versions of it against that brief.

THE BRIEF

Audience: small business owners who have tried AI ads and got nothing back.

Goal: they save the post and comment "ADS" for the full pipeline.

Deliverable: one 6-slide Instagram carousel, 1080×1350, in the series style.

Must include: all five parts of a converting ad, one per slide where possible, and the CTA on the final slide only.

Avoid: tool names, jargon, or more than 20 words on any body slide.

Inputs: series template, brand colours, the five-part ad framework from my client notes.

SAMPLE JUDGMENT: REFERENCE VS AI DRAFT

Verdict: the reference is stronger on content and on craft.

Content. The AI draft lists the five parts but explains them in general terms ("use a strong hook"). The reference makes each one testable ("name the viewer's exact problem before they can scroll"), so the reader can check their own ad against it.

Craft. The AI draft puts 45 words on slide 3, breaking the 20-word limit, and repeats the CTA on slides 4 and 6. The reference keeps every body slide under 15 words and has one CTA.

What would fix the draft. Cut each slide to one sentence, make every part observable, and move the CTA to the last slide only.