

WAISALE (WES) NAQIOLEVU

Creative Strategist/Copywriter

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I wrote the launch emails and sales pages for four digital training products for a basketball coaching brand: **79 orders, $2,565.78 in sales**, with launch-day emails opening at **61.02%** and **49.81%** (Kit, 2024). I write launches, welcome and nurture sequences, sales pages and ad creative in the client's own voice, then read the numbers to decide what to change. Online since 2019, freelancing full time since 2022. Before that, 9 years writing donor reports and running regional programs for UNDP and the Pacific Community (SPC).

// RESULTS, SOURCED

$2,565.78	61.02%	$4.42	+492%
from 79 orders across four launches and sales pages I wrote	open on a launch-day email, with a 3.67% click rate	per confirmed subscriber from cold Meta ads I built the creative for	content interactions from organic Facebook, zero ad spend
SYSTEME.IO / 2024–26	KIT API / OCT 2024	META + SYSTEME.IO / 2025 / AUD $6.90	META BUSINESS SUITE / 17 MONTHS

// SELECTED WORK

NEXT STORY BASKETBALL (CHRIS GATLIN)

Kit + Systeme.io / 2024–2026

Lead magnet, welcome sequence, four launches and four sales pages for a YouTube basketball coach.

- Wrote every launch email and sales page. The top 10 emails by open rate across all 80 of the brand's broadcasts (100+ recipients) are all from my 2024 launches.
- Welcome sequence: 587 people entered, 60.14% open, 31.52% click. Signups went from about 8 a month to 237 the month it went live.
- 2024 broadcasts averaged 44.98% open and 4.25% click (17 sends to 100+ people).

LAUNCH	LAUNCH-DAY OPEN	CLICK	ORDERS	SALES
Relentless Workout, Aug 2024	49.81%	6.74%	31	$1,002.69
Elevated Elite, Oct 2024	61.02%	3.67%	26	$852.60
Stay in Front (Solo Defense), Feb 2026	–	–	10	$427.25
Relentless Mindset eBook, Nov 2025	–	–	12	$283.24

//launch emails //sales pages //welcome sequence //founder voice

EXCELHER8 LEADERSHIP COACHING

Systeme.io + Meta Ads / 2025

Creative strategy for a DISC lead magnet, then a nurture sequence that kept people opening.

- Same copy, three static creatives, each testing one idea: outcome, identity, product. 119 confirmed subscribers in 14 weeks from cold traffic, 20.77% landing page conversion.
- The outcome-led creative won: 2.91% link CTR, $0.53 CPC, about half the CPM of the product mockup.
- 5-email nurture averaging 52%+ opens. Email 1: 71.31% open, 63.93% click.

//creative strategy //meta ads //nurture sequence //landing page

EYESITE FIJI (OPTOMETRY)

Organic Facebook / 17 months

Content strategy and copy for a local clinic, zero ad spend.

- Content interactions up 492%, link clicks from 11 to 228, followers from 500 to 919.

//content strategy //social copy

HOW I WORK

Copy + creative

- **Voice first.** I write in the founder's voice, from their videos, past emails and customer comments, so the copy sounds like them, not like an agency.
- **One idea per test.** Each ad creative or subject line tests one thing, so the result tells you what to keep.
- **Read the numbers.** Every open rate gets paired with a click or a sale. I find where a funnel leaks (page, order page or email) and fix that first.

// EXPERIENCE

Founder, Pacific Online Business

2019 – now

Freelance email copywriting & creative strategy

- Built 3 niche affiliate sites (martial arts, fitness, crypto), 300+ articles, SEO and list building.
- Full-time freelance since 2022 through Upwork, referrals and direct outreach.

Disaster Risk Management Officer

2010 – 2018

Secretariat of the Pacific Community (SPC), Suva

- Ran national action plans and budgets for 15 Pacific states under AusAID and EU EDF 10 funding.
- Wrote annual narrative and financial reports to donors, presented at regional and international conferences, trained government officials.

Environment Young Professional

2009 – 2010

UNDP Fiji Multi-Country Office

- Oversaw the GEF Small Grants Programme across 10 Pacific countries. Quarterly financial and progress reporting to GEF.

Short-term contracts

2005 – 2008

UNDP Fiji, FSPI, Fiji Department of Environment

- Climate change donor project matrix, a governance communications toolkit, national air pollution strategy support.

// WHAT CLIENTS SAY

> "Since working with Waisale he has helped grow my email list by 700%. He helped increase conversions and sales, and I had my most profitable month since starting my site."
>
> CHRIS GATLIN, OWNER, NEXT STORY BASKETBALL

> "Your copywriting skills and ability to adapt to an author's voice are next level!"
>
> AUTHOR AND HANDMADE BRAND FOUNDER

> "Waisale is a true joy to work with. Super professional! Very qualified. I will be working with him again and again."
>
> MARINA K. VILLATORO, CEO, TRAVELEXPERTA

// TOOLS

EMAIL	Kit, Systeme.io, Kajabi, AWeber
ADS	Meta Ads Manager, creative testing
CREATIVE	Canva Pro, AI image + video tools
AI	Claude, ChatGPT

// EDUCATION

2008	PG Dip. Development Studies, USP
2007	B. Env. Science, Griffith Uni, Australia
1998	International Baccalaureate, Suva

References available on request

+ 18.14 S, 178.44 E
$2,565.78 FROM 79 ORDERS