

OPEN TO NEW BRIEFS

Abrham Mengstu

UGC video ad editor

I edit UGC ads that brands scale.

Lead video editor and editing manager at Based Supplies. 5+ years and 350+ ads for DTC brands: B-roll ads, talking heads with inserts, before & afters.

Send me a brief → See the winners ↓

$2.8M+ ad spend on ads I edited

$6.1M+ in attributed sales

30 winners in 32 weeks

94% of the top ten's spend came after scale

350+ ads in 5+ years

portfolio_resume · 5 pages — Addis Ababa · UTC+3

what's inside

Click a folder to jump to its page.

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30 winners *in 32 weeks*

A winner is an ad with one ad set past $10K in spend. Each box is one winner, in the week I edited it.



BY FORMAT

25 B-roll

5 Talking head with inserts

BY PRODUCT

23 Tallow & Honey Balm

7 Onion Hydrosol

SCALING

TOP TEN ADS

Tested small. *Then scaled.*

94%

of the top ten's spend came after scale

11.5 *days*

median from the first test ad set to the first scale ad set

$1.65M *vs $105K*

spent after scale, against the tests

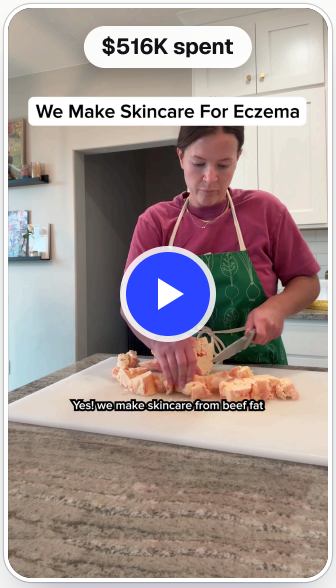
Source: the team's winners tracker, Weeks 48 to 79, and Meta Ads Manager exports for Based Supplies, ad-set level, through Sep 1, 2026. Days run from the first test ad set to the first scale ad set.

my five biggest

ads

Each passed $100K in spend. Click a still to watch the ad on abrhammengstu.com.

Source: Meta Ads Manager exports for Based Supplies, ad-set level, lifetime through Sep 1, 2026. Each ad's figures are all of its ad sets added together. ROAS = attributed sales ÷ spend.



01 **Tallow & Honey Balm**

B-roll

$515,746 spend · **2.13** ROAS
19,798 purchases
$1,097,136 in sales

Watch the ad ↗

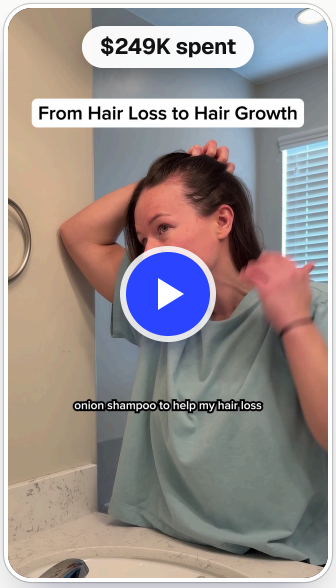


02 **Tallow & Honey Balm**

Talking head with inserts

$378,016 spend · **2.50** ROAS
17,393 purchases
$946,008 in sales

Watch the ad ↗

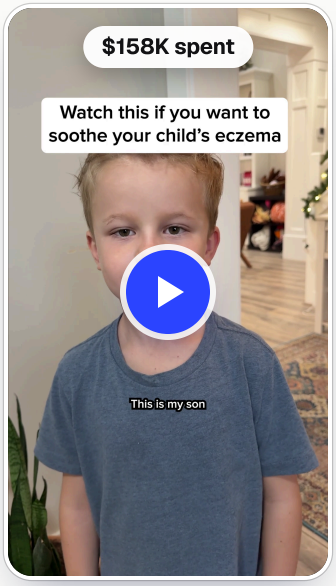


03 **Onion Hydrosol Shampoo**

B-roll

$248,864 spend · **2.36** ROAS
9,263 purchases
$587,301 in sales

Watch the ad ↗



04 **Tallow & Honey Balm**

B-roll

$157,751 spend · **2.22** ROAS
6,514 purchases
$349,809 in sales

Watch the ad ↗



05 **Tallow & Honey Balm**

B-roll

$123,681 spend · **2.26** ROAS
5,122 purchases
$279,653 in sales

Watch the ad ↗

top_5_ads
THE FIVE TOGETHER

Four B-roll ads and one talking head with inserts.

$1,424,058

SPEND

PURCHASES	SALES	ROAS
58,090	$3,259,907	2.29

Watch all five ↗

What clients *say*

From the brands and people I've edited for, word for word.

“

He wasn't just an editor, he truly understood what kind of ads performed for our brand”

E **Elanora**

FIVE NOTES, WORD FOR WORD

PINNED TO THE BOARD

“

Abrham understood everything extremely well, He wasn't just an editor, he truly understood what kind of ads performed for our brand, He consistently took full ownership of his work, which made him someone we could always rely on.

E **Elanora**

“

Working with Abrham has changed my life. It sounds crazy but the spark and momentum I feel with social media can truly be life changing. It all started 30 days ago and we teamed up on a social media project. He literally helped me grow from 0-1600+ followers within these 30 days!!! On top of that, he’s a great, compassionate person and has given great life and motivational advice. He’s the guy. Thank you so much and we’ll stay in touch

DW **Denny Wang**

“

Overall great work, Abrham goes above and beyond in all the work he touches. He pays great attention to detail and is a constant learner.

BS **Based Supplies**

“

From the start, Abrham was exactly what we were looking for. The editing quality was top-tier, communication was seamless, and we only wish we had more projects to work on together..

AA **Addis AI**

“

Working with Abrham completely changed our social presence. In just over a month, we grew from 3K to 7K followers, with multiple videos surpassing 100K views and engagement skyrocketing.

BF **Biruh Fit**

BRANDS I'VE EDITED FOR

Based Supplies *élanora* BIRUHFIT Addis AI The Bricks Academy



Abrham Mengstu

UGC video ad editor

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LinkedIn
Addis Ababa, Ethiopia · UTC+3

Video ad editor with 5+ years of editing, professionally since 2023. I edit UGC, talking-head, B-roll and AI-generated performance ads for DTC brands: 350+ ads, $2.8M+ in ad spend and $6.1M+ in attributed sales on the ads I edited, and 30 winners.

EXPERIENCE

Newest first

Lead Video Editor & Editing Team Manager · Based Supplies — JUL 2025 – PRESENT

Edit UGC, talking-head, B-roll and AI-generated performance ads for a US DTC skincare brand, from brief and raw footage to final polish, built to be tested and scaled on Meta. Lead the editing team: review and approve every video, train editors, write the SOPs we work by and run final QC before delivery.

Senior Video Editor · élanora — AUG 2025 – FEB 2026

Edited short-form UGC ads for a Dutch professional skincare brand from briefs: footage assembly, pacing, sound design and polish within strict brand guidelines, edited and subtitled in Dutch.

Video Editor · BIRUHFIT — MAY 2025 – JUL 2025

Edited all of the brand's short-form content for Instagram and TikTok and oversaw video production to keep every video to the same quality standard.

Short-form Video Editor · Addis AI — APR 2025 – MAY 2025

Turned raw footage into short-form videos for the brand's social media channels.

Video Editor & YouTube Channel Manager · The Bricks Academy — MAR 2025 – JUN 2025

Ran all YouTube content for the BricksDaMane channel, from video ideas and recording to editing.

Video Editor · Self-employed — JAN 2023 – MAR 2024

Edited long-form content such as podcasts and YouTube videos, and published a weekly edit on my own YouTube channel, which reached 700K+ views and about 2,000 subscribers in four months.

BY THE NUMBERS

350+	ads edited
$2.8M+	ad spend on ads I edited
$6.1M+	in attributed sales
30	winners in 32 weeks

TOOLS

- DaVinci Resolve
- Premiere Pro
- CapCut
- Photoshop
- Figma
- Frame.io
- ElevenLabs
- Kling
- fal.ai
- Nano Banana
- Higgsfield
- Claude

CERTIFICATE

The Editor's Guide to DaVinci Resolve

LANGUAGES

Amharic (native)
English (fluent)

Got a brief? *Send it.*

hello@abrhammengstu.com →