

SIRUI HUANG

PORTFOLIO : www.sirui.space

INFO

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San Francisco, CA

EDUCATION

MA - Advertising

Academy of Art University. San Francisco, CA
2019 – Expected graduation 2021

BBA - International Business

Universidad del Pacífico. Lima, PE
2013 – 2018

SKILLS

Design: After Effects, Illustrator, Photoshop, Lightroom, InDesign, PremierPro & Final Cut.

Personal: Self-learner, persistent, team player and results-oriented. Culturally open, and adaptable to different working environments and industries.

Presentation & Statistics:

PowerPoint, Word, Microsoft Excel (Dynamic Tables, Matrix Formulas & Visual Basic), SPSS & Minitab.

LANGUAGES

Spanish (Bilingual)
English (Bilingual)
Mandarin Chinese (Spoken)
Cantonese Chinese (Spoken)
French (DELF B2)
Portuguese

VOLUNTEER EXPERIENCE

Support Staff

Peru Moda Fashion & Gift Industry Fair, Lima.
Sep 2017

Support Staff

China Import & Export Canton Fair, Guangzhou.
Sep 2018

PROFILE

Business-driven creative from Peru with high interests in media, art direction and global advertising strategy. Skilled in producing digital campaigns, branding, design, and storytelling for creative strategic problem-solving in businesses and organizations. "Creativity that moves the needle in the business".

WORK EXPERIENCE

Art Director & Marketing Strategist - Freelancer

June 2020 – December 2020

- . Design, social media & digital advertising for a Peruvian restaurant.
- . Writing, graphic design and social media consulting for a sustainable engineering company based in Ohio: Emrana Engineering.

Art Director.

Young & Hungry Agency. San Francisco, CA

June 2020 – August 2020

- . Project lead and manager. Re-Branding and design for a diving industry client's.

Marketing Director

Lotto Essentials. Lima, PE

Dec 2017 – Jan 2019

- . Branding (hand-made organic skincare products), social media, web and digital advertising.
- . Product design, testing and packaging.
- . Media and Facebook Ad sets placements.
- . Expansion and partnerships with 5 independent local retailers within one year.

Management Intern

Casa Andina Hotels. Lima, PE

Feb 2017 – Apr 2017

- . Presentation graphics: dynamic graphs, dashboard design, revenue reports for the board of director's monthly presentations.
- . Handled revenue KPI and other sales indicators covering 17 Casa Andina Hotels in Peru. Competitors research, data collection & benchmark analysis.

Commercial Services Planning Intern

Pacífico Seguros. Lima, PE

May 2016 – Nov 2016

- . Health insurance KPI, budget control, and financial statement analysis for committee presentation reports. Consolidation and report of P&L statements data.
- . Automation process for health incidents data collection using VBA Excel matrix formulas and programming.

Marketing Assistant

Tustor Startup Fashion Retailer. Lima, PE

Feb 2016 – Apr 2016

- . Coordination and evaluation of new partnerships & fashion designers to join the onsite and digital retail store. Advertising material design, social media planning & community management.