

# SIRUI HUANG

PORTFOLIO : [www.siruiouly.com](http://www.siruiouly.com)

## INFO

+1 (415) 910 7998  
siruihuang7@gmail.com  
San Francisco, CA

## EDUCATION

### MFA - Advertising

Academy of Art University. San Francisco, CA  
2019 – Expected graduation 2022

### 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, ability to work independently or in a team, empathic, results-oriented leader, culturally open, and adaptable to different working environments and industries.

### Presentation & Statistics:

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

## LANGUAGES

Spanish (Bilingual Proficiency)  
English (Bilingual Proficiency)  
Portuguese (Oral & Written)  
French - DELF B2 (Oral & Written)  
Mandarin Chinese (Oral)  
Cantonese Chinese (Oral)

## PROFILE

Business-driven creative from Peru with high interests in art direction and global advertising. Skilled in developing and producing digital media campaigns, branding, design, and storytelling for objective strategic management in businesses and organizations. "Art & design that moves the needle in the business".

## WORK EXPERIENCE

### Freelancer

Dec 2019 – Present

Advertising, Social Media, Brand Design & Photography.

### Marketing Director

Lotto Essentials. Lima, PE

Dec 2017 – Jan 2019

- . Branding of a hand-made organic skincare brand.
- . Conceptualized and designed content for digital media.
- . Product design and packaging.
- . Managed social marketing campaigns, online sales channels.
- . Expanded and partnered with 5 independent local retailers within one year.

### Management Intern

Casa Andina Hotels. Lima, PE

Feb 2017 – Apr 2017

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

### Marketing Assistant Intern

Tustor Startup Fashion Retailer. Lima, PE

Feb 2016 – Apr 2016

- . Coordination and evaluation of new designers to join the store.
- . Management and design of advertising material for new seasons.
- . Social media planning and community management.

## VOLUNTEER EXPERIENCE

### Support Staff

Peru Moda Fashion & Gift Industry Fair, Lima.

Sep 2017

### Support Staff

China Import & Export Canton Fair, Guangzhou.

Sep 2018