



Helena Ma



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Bilingual English, Chinese
Advanced Spanish

Education

New York University Shanghai

Business & Marketing
Class of 2019

New York University Stern School of Business

2018

New York University Madrid

2017 - 2018

Skills

Videography

Photography

Graphic Design

UI/UX

Experience

Associate Creative Director | Bokksu

May 23 - Feb 25

New York, NY

- Concept and execute video, motion, and static social campaigns
- Design and produce print executions, packaging, digital/web graphics, logos & branding
- Maintain brand guidelines, while exploring new styles that communicate the brand story
- Manage junior designers / freelancers

Senior Art Director | Boisson

May 22 - Jan 23

New York, NY

- Developed art direction, development and final execution of print & digital campaigns and ecommerce initiatives
- Led Boisson app design and development
- Integrated new brand design across desktop/mobile platforms
- Directed and styled video & photoshoots

Co-Founder, CEO, Creative Director | Cookit

Apr 20 - Feb 22

Shanghai, CN

- Designed and launched a WeChat Mini-Program app, creating a seamless ordering experience for a semi-prepared meal kit service. (Secured an exclusive partnership with Shangri-La Hotel restaurants)
- Led UX/UI design and product development, optimizing order flow, real-time tracking, and a new logistics model, streamlining kitchen-to-consumer fulfillment
- Scaled socials to 1M+ views and RED social to 10K+ organic followers
- Directed all creative, positioning Cookit as a premium, tech-enabled F&B brand

Creative Lead | Glimpse PR & Marketing

Jun 19 - Apr 20

Shanghai, CN

- Led and coordinated all creative processes of ideation and design for events, production, online and offline campaigns
- Developed and presented pitch presentations to clients across beauty, fashion and luxury industries
- Led creative movements for client work across social campaigns and retainer work
- Designed and managed company's branding content

Brand Manager | Washington Square Watches

Jan 18 - Jun 19

New York, NY

- Led creative overhaul to revamp branding/design across all digital platforms
- Analyzed customer and sales data to develop and execute a new marketing plan, increasing sales by 70%