



Helena Ma



helenacreates.com



hihelenam@gmail.com



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

Freelance Designer | Spot & Tango

Jul 25 - Feb 26

New York, NY

- Designed high-performing paid/ organic social for a DTC pet food brand
- Re-designed all email lifecycle flow creatives

Associate Creative Director | Bokksu

May 23 - Feb 25

New York, NY

- Bridged marketing and brand team needs into actionable creative briefs
- Art directed monthly themes for a premium Japanese subscription box
- Designed and produced print executions, packaging, digital/web/social graphics, logos & branding
- Maintained brand guidelines while exploring new styles that communicate the brand story

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

- Launched and directed overall branding for a premium, tech-enabled F&B brand
- Planned and executed all social and marketing initiatives for Chinese and Western platforms
- Led UX/UI and logistics optimization from kitchen to consumer

Creative Lead | Glimpse PR & Marketing

Jun 19 - Apr 20

Shanghai, CN

- Led creative ideation and execution across events, campaigns, and digital/physical production
- Developed and presented client pitches across beauty, fashion, and luxury
- Directed creative for social campaigns and ongoing retainer work
- Owned and managed company brand 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%