



HELENA MA

Creative Director

About

Creative leader and former founder shaping consumer brands across food, beverage, and ecommerce. I lead teams, build scalable creative brand systems, and turn business goals into high-impact creative through hands-on design and data-informed marketing thinking.

Contact

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Education

2015 – 2019

New York University Shanghai
Business & Marketing

2018

New York University
Stern School of Business

Experience

Senior Design Consultant | Spot & Tango

Jul 25 – Feb 26

New York, NY

Led the redesign of all lifecycle marketing flows, conversion-focused paid/organic social creative, and landing pages for a DTC pet food brand. Developed creative variations for performance testing and helped evolve brand guidelines to strengthen consistency across digital marketing touchpoints.

Associate Creative Director | Bokksu

May 23 – Feb 25

New York, NY

Led hands-on creative direction across Bokksu's five-brand portfolio, including its subscription business and Bokksu Market, an online Asian grocery. Translated brand and marketing goals into integrated creative across ecommerce, lifecycle, social, packaging, photography, and video while directing freelancers and production partners. Built scalable workflows and review processes that streamlined delivery and maintained distinct, consistent brand identities across channels.

Senior Art Director | Boisson

May 22 – Jan 23

New York, NY

Directed and executed integrated creative across ecommerce, digital campaigns, email, social, retail, OOH, photography, and video for a fast-growing non-alcoholic beverage retailer. Led the design and development of the Boisson app, extended the visual identity across desktop and mobile experiences, and managed creative production from concept through final delivery.

Founder, Creative Director | Cookit

Mar 20 – Apr 22

Shanghai, CN

Founded and led a tech-enabled food and beverage startup, managing a six-person full-time team, external creative network, and key stakeholders across creative, marketing, product, operations, and growth. Built the company's brand, creative systems, workflows, and customer experience from the ground up while mentoring creatives, directing cross-functional execution, and overseeing strategy from customer acquisition through production and fulfillment.

Creative Lead | Glimpse PR & Marketing

Jun 19 – Aug 20

Shanghai, CN

Served as the lead creative for new-business pitches across premium and luxury fashion and beauty, developing and presenting strategic concepts to senior brand executives and helping secure new accounts. Led campaign ideation and execution while building and managing the agency's own brand identity across digital and physical touchpoints.