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## CONTACT INFO

- 📍 New York, NY
- 📞 +1 (718) 866-7201
- ✉️ hello@haroldluna.com
- 🌐 haroldluna.com

## EDUCATION

**Master of Professional Studies in Interactive Telecommunications**  
New York University, Tisch School of the Arts, New York, NY  
September 2025 - Expected May 2027

**Bachelor of Science in Digital Communication and Media**  
New York University, School of Professional Studies, New York, NY  
September 2022 - December 2024

**Associate of Science in Digital Marketing**  
Borough of Manhattan Community College, New York, NY  
January 2021 - September 2022

## SKILLS

**Creative & Digital Media Production:**  
Expertise in video direction, editing, motion graphics, and multimedia production, coupled with advanced digital marketing strategies and brand development.

**Technical Development & Data Analytics:** Proficient in programming (Python, JavaScript), web development (HTML, CSS, UI/UX), and AI/Machine Learning, with strong skills in data modeling and analytics (SQL, Google Analytics, Tableau).

**Strategic Leadership & Management:** Proven ability in leading cross-functional teams, project and budget management, fostering collaboration, and problem-solving. Bilingual in English and Spanish.

# HAROLD LUNA

Creative Director and Digital Media Specialist with over a decade of experience leading cross-functional teams in multimedia production, creative direction, and marketing strategies. Expert in driving audience engagement, increasing campaign effectiveness by 65%, and optimizing digital channels for business growth. Skilled in visual storytelling, project management, and team leadership.

## WORK EXPERIENCE

### Founder & Creative Director

*Friendly Creative Studios LLC, New York, NY*  
February 2017 - Present

- Led creative projects from concept to delivery, producing compelling visual content that strengthened brand identity.
- Developed storytelling strategies that improved audience engagement and message clarity across platforms.
- Designed brand guidelines and digital assets, collaborating with teams to ensure cohesive and effective campaigns.

### Co-Founder, Video Editor, & Account Executive

*FlexMedia, Santo Domingo, Dominican Republic*  
May 2015 - February 2017

- Managed diverse multimedia projects with a focus on client needs and long-term relationship building.
- Created social media content strategies to drive audience interaction and brand consistency.
- Directed high-quality video production and coordinated marketing efforts to align with client goals.

### Video Editor, Filmmaker, & Assistant Director

*Vlok Studio, Santo Domingo, Dominican Republic*  
July 2012 - May 2015

- Oversaw all stages of video production, delivering impactful promotional content for various industries.
- Developed and edited video stories to support branding and customer engagement.
- Improved editing processes to reduce delays and enhance production workflow.

## VOLUNTEER EXPERIENCE

### Marketing Manager

*New York University All Events, New York, NY*  
September 2022 - January 2023

- Increased event participation by 20% through creative marketing strategies.
- Streamlined event planning and coordination for campus-wide initiatives.
- Collaborated with student organizations to create tailored promotional campaigns.

### Event Coordinator

*The Broadway League, New York, NY*  
January 2020 - December 2021

- Organized promotional activities, boosting event attendance by 15%.
- Secured sponsorships and partnerships, reducing overall event costs by 10%.
- Managed logistics and vendor coordination to ensure successful event execution.

## HONORS & CERTIFICATIONS

- Dean's List, NYU School of Professional Studies - Spring 2023.
- Dean's List, Borough of Manhattan Community College - Spring 2022.
- Adobe Certified Professional in Video Design - 2022.