



Scan the QR code to view portfolio

## CONTACT INFO

- 📍 New York, NY  
United States
- 📞 +718-866-7201
- ✉️ [haroldmluna@gmail.com](mailto:haroldmluna@gmail.com)
- 🌐 [haroldluna.com](http://haroldluna.com)

## EDUCATION

**Bachelor of Science in Digital Communication and Media**  
New York University, 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

**Associate of Science in Multimedia**  
Technological Institute of the Americas, Santo Domingo, DR  
September 2012 - June 2014

## SKILLS

- » Motion Graphics
- » Post-Production Editing
- » Visual Effects (VFX)
- » Storytelling
- » Brand Development
- » Campaign Management
- » Adobe Creative Suite
- » Maya 3D
- » Visual Studio Code
- » Budget Management
- » Team Leadership
- » Time Management
- » Bilingual in English and Spanish

# HAROLD LUNA

Dynamic Digital Media Specialist with over a decade of experience in multimedia production and creative direction. Proven leader in managing successful teams and delivering high-quality video content, motion graphics, and innovative marketing strategies. Dedicated to enhancing client engagement and driving business growth.

## WORK EXPERIENCE

- **Founder & Creative Director**

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

- » Led multimedia projects from concept to delivery, enhancing client engagement through effective storytelling.
- » Increased campaign effectiveness by 65% through visual storytelling.
- » Crafted cohesive brand strategies and optimized marketing channels for diverse clients.

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

*FlexMedia, Santo Domingo, DR*  
May 2015 - January 2017

- » Managed cross-functional teams, achieving a 20% increase in event participation.
- » Enhanced audience engagement through targeted social media campaigns.
- » Analyzed campaign metrics to refine marketing strategies and maximize impact.

- **Video Editor, Filmmaker, & Assistant Director**

*Vlok Studio, Santo Domingo, DR*  
July 2012 - May 2015

- » Directed video production and editing, delivering high-quality promotional content that improved brand recognition and visibility.
- » Produced visually compelling videos, boosting client engagement and driving audience retention.
- » Enhanced production schedules and final outputs with precise post-production techniques.

## 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.