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CONTACT INFO

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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 & 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 & 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 – Fall 2024, Spring 2023
- » Dean's List, Borough of Manhattan Community College – Spring 2022.
- » Member, National Society of Leadership and Success (NSLS)