

ANHTUAN DAVID HONG

Creative Director | Brand & Marketing Leader | Visual Content Expert

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Professional Summary

Creative Director and brand-marketing leader with 10+ years of experience delivering high-impact campaigns, directing multidisciplinary teams, and shipping ROI-driven creative across digital, print, and experiential channels. Recognized expert in Adobe Creative Suite, brand systems, and data analytics. Track record includes directing NFL-branded go-to-market campaigns that generated 10,000+ leads in three months, building front-end systems that reduced page loads by 33%, and increasing conversion rates by up to 41% through CRM and analytics-driven optimization. 15+ years of professional photography experience and a working background in front-end engineering (React, Next.js, PHP, WordPress) round out a rare blend of creative, technical, and operational fluency.

Core Expertise

Brand Strategy & Development • Creative & Art Direction • Campaign Production (Digital, Print, Video) • Photography & Videography • Team Leadership & Vendor Management • Cross-Functional Collaboration • Data Analytics & Marketing Ops • Front-End Web Development • Project Management (Agile, Scrum, Kanban)

Selected Achievements

- 10,000+ leads generated in three months from NFL-branded grand-opening campaigns (Chiefs Fit, Browns Fit, Texas Fit, Bears Fit).
- Increased conversion rates by 24% across NFL-branded fitness e-commerce sites through CRM optimization and analytics.
- Increased click-through rates by 40% on digital marketing campaigns through web product partnership.
- Increased member and prospect engagement by 30% with a multi-quarter promotional roadmap.
- Reduced page load times by 33% by architecting a modular PHP/JavaScript front-end framework.
- Increased lead acquisitions by 42% via a late-sales-cycle online cost-savings calculator.
- Increased landing-page conversions by 13% through A/B testing and prospect-segment targeting.
- Increased online sales by 20% on Karascupcakes.com via Google Analytics funnel optimization.
- Trained 100+ franchisees on website strategy; drove 24% traffic and 17% conversion increases at Home Care Assistance.

Professional Experience

Director of Brand Marketing | UFC GYM | Walnut Creek, CA

05/2024 – Present

- Spearhead marketing campaigns to enhance member retention and engagement while overseeing end-to-end brand strategies.
- Provide creative direction for external design teams, ensuring visually compelling, brand-consistent deliverables across all media.
- Develop and implement digital marketing initiatives — email drip campaigns, targeted social ads, and grassroots outreach — that heightened brand visibility and lifted conversion rates.

- Maintain React-based website updates, UX optimization, and advanced data analytics to drive customer engagement and conversions.
- Produce and edit high-impact TikTok and YouTube videos with motion graphics in Premiere Pro and After Effects for corporate social channels.
- Coordinate photo shoots and oversee photo editing and retouching for monthly and quarterly campaigns; create brand and production guidelines that streamlined workflows through Canva and the internal file system.
- Collaborate with franchisees to plan marketing strategies that achieve monthly sales goals.
- Build out the brand's AI capabilities and help scope new features with light product roadmapping, partnering across marketing and product.

Creative Director & Lead Designer | M6 Football Fit | Walnut Creek, CA 12/2018 – 05/2024

Agency-style multi-client model — five distinct NFL-team brands (49ers Fit, Bears Fit, Browns Fit, Chiefs Fit, Texas Fit), each with its own requirements and partner standards.

- Led a multidisciplinary team of 5+ creatives and external vendors across web development, design, digital marketing, and social media.
- Acted as primary contact for 4+ NFL stakeholders, ensuring partnership requirements and brand standards were met across all channels.
- Launched four grand-opening go-to-market campaigns — Chiefs Fit, Browns Fit, Texas Fit, Bears Fit — serving as Creative Director, Graphic Designer, and Photographer; produced 10,000+ combined leads in three months.
- Directed the digital and website experience as primary business lead; partnered with developers using Kanban to ship features that lifted CTRs by 40% and increased conversion rates by 24%.
- Maintained chiefsfit.com on Next.js + Tailwind CSS, updating React components and integrating retargeting ads.
- Designed digital, print, and video assets in Adobe Creative Suite; produced quarterly campaign assets across display, social, print, and email.
- Built reports leveraging JSON pulled from APIs to deliver actionable insights to the sales team; analyzed digital ads through Google Tag Manager and Google Analytics to lift user conversions by 14%.
- Developed a roadmap of short- and long-term promotional strategies that increased member and prospect engagement by 30%.
- Produced a co-branded “Hot Dads Eat Salads” partnership campaign with The Habit, extending brand reach through a joint activation.

Founder, Creative Director & Photographer | Tunafish Industries | Walnut Creek, CA 06/2010 – Present

Independent creative practice (DBA TFI Photos for photography). Engagements delivered through this entity.

- UFC GYM's & M6 Football Fit (NFL-branded clubs): brand strategy, content production, photography, and digital marketing leadership (see roles above).
- Karascupcakes.com: built and managed an e-commerce ordering system on WordPress + WooCommerce; lifted online sales 20% through Google Analytics funnel testing and checkout optimization.
- VinoCartel / Old Bridge Cellars: developed a custom WordPress plugin to manage a diverse portfolio of wineries and wines.
- Flora Springs Winery (Napa Valley): produced a YouTube series highlighting the winery, wines, and tasting room experience.
- Community Foundation of Lafayette: rebranded lafayettetcf.org with refreshed UI/UX and updatable WordPress themes.
- Environmental & experiential design: deadeyecoffeebar branding and interior layout design, plus ongoing large-format wall graphics for UFC GYM new-location buildouts — leveraging an active California PE license (#75906).
- myfamilyrecipes.app (2025–present): built and shipped a full-stack AI web app — TypeScript Turborepo monorepo, Next.js/React on Vercel + a self-hosted Node/Express/PostgreSQL API behind Caddy, Claude vision transcribing handwritten recipes into structured data, Cloudflare R2 storage, Clerk auth, GitHub-style fork/version model, and GitHub Actions CI/CD with health-checked auto-deploy and rollback.

- TFI Photos: 15+ years of brand, lifestyle, portrait, event, product, and architectural photography — clients include UFC GYM, Crunch, Chiefs Fit, 49ers Fit, Bears Fit, Browns Fit.
- KLC fotos contributing photographer (2025–Present) for Cal Bears Athletics and CSU East Bay Pioneers — same-day Photoshelter/FTP delivery during games.

Web Product Manager & Front-End Developer | Maintenance Connection (Accruent) | Davis, CA
09/2016 – 12/2018

- Architected a modular PHP/JavaScript front-end theme system on top of WordPress, optimizing organic search and reducing page load times by 33%.
- Designed and shipped a late-sales-cycle online cost-savings calculator that increased lead acquisitions by 42%.
- Conducted A/B testing and built targeted landing pages that increased conversion by 13%.
- Owned marketing automations across Salesforce/Pardot and Google Analytics, ensuring data integrity and improving prospect tracking through the sales cycle.
- Operated within SCRUM framework alongside cross-functional product, marketing, and engineering teams.

Web Developer — Marketing | Home Care Assistance | Palo Alto, CA 07/2013 – 08/2016

- Trained 100+ franchisees and marketing stakeholders on website strategy and CMS best practices; drove 24% traffic and 17% conversion increases on homecareassistance.com.
- Managed a complex WordPress multi-site environment, customizing themes and pages for corporate and franchise owners and significantly improving SEO and UI.
- Designed and built online personality questionnaires for caregivers in PHP/JavaScript, compiling results from 3,500+ caregivers into a database.
- Built reports in Excel, Google Sheets, and Data Studios from vendor APIs and Google Analytics to enhance operational visibility.
- Maintained platform reliability with proactive monitoring; reduced downtime to less than 1%.

Co-Owner / Account Manager / Web Developer | VINO Cartel Digital Media (H2 Media Labs) | Napa, CA
02/2010 – 06/2013

- Co-founded and ran a digital media start-up serving the wine industry; managed operations, business development, and client delivery.
- Built e-commerce websites for wineries that opened direct-to-consumer and B2B sales channels.
- Designed and developed an online ordering system for Karascupcakes.com that delivered orders to multiple Bay Area bakeries.
- Maintained brand integrity across custom WordPress themes for diverse client portfolios.

Project Engineer | Ashley & Vance Engineering | Atascadero, CA 07/2007 – 01/2010

- Designed and calculated structural systems for lightweight structures; produced construction documents for city and county permitting approval.
- Managed RFI requests with sub-contractors during construction to ensure structural integrity and on-time project completion.
- Foundation for California Professional Engineer license #75906.

Technical & Creative Skills

Design & Creative: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom), Canva, Capcut, Capture One, motion graphics, brand systems, typography, environmental and event design.

Photography & Video: Brand, lifestyle, portrait, event, product, architectural, and sports photography; DSLR / mirrorless systems; lighting and composition; Photoshelter / FTP delivery; TikTok and YouTube video production.

Web Development: HTML/CSS, JavaScript, React, Next.js, Tailwind CSS, PHP, WordPress (multi-site, custom themes, custom plugins, WooCommerce), MySQL, JSON/XML, AutoCAD.

Data & Marketing Ops: Google Analytics (certified), Google Tag Manager, Google Data Studio, A/B testing, Tableau, Salesforce, Pardot, marketing automation, CRM workflows.

Leadership & Project Management: Cross-functional team leadership (5+ direct reports + external vendors), vendor and agency management, NFL stakeholder management, coaching and mentoring, Agile / Scrum / Kanban, budget and timeline ownership.

Platforms & Tools: Microsoft Office, Google Workspace, Google Cloud, Amazon AWS, GitHub.

Education & Certifications

- B.S., Architectural Engineering — California Polytechnic State University, San Luis Obispo, CA
- A.S., Computer Science — Foothill College, Los Altos Hills, CA
- California Professional Engineer — License #75906
- Google Analytics Certification — Skillshop
- React Nanodegree — Udacity
- Managing Big Data with MySQL — Coursera