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Portfolio · three self-initiated AI films, created and directed end to end by Sienna S.J. Son, with the idea, direction and production behind each, plus two career cases · **The Right Fit** (3:35) · **Gyeolbit** (0:42) · **Ba** (3:00)

PROFILE

I've spent sixteen years running the numbers the creative had to move. Now I direct the creative as well, with AI, and my next role is the one that holds it to the same numbers. Those years span luxury, beauty, fashion and consumer commerce (The Estée Lauder Companies, L'Oréal Luxe, Fendi / LVMH, Charles & Keith, Arocell / FICC): digital analytics, product and UX, e-commerce and omnichannel leadership, US marketing and PR, always on how people discover, experience and ultimately buy from brands. In 2026 I created and directed three self-initiated AI films (www.sujison.com). Seeking a senior role that connects commercial insight, creative strategy and AI, at a consumer brand or a company building AI tools for creative teams, where creative ambition and commercial accountability sit in the same seat.

SELECTED AI WORK, SELF-INITIATED — WWW.SUJISON.COM

The Right Fit AI stop-motion short · 3:35 · Sep 2026 SATIRE · CHARACTER · CONCEPT	Written and directed. A gingerbread graduate from Candy Land walks into a grey corporation with one shape for everyone. Made the way an animation studio works: a written production canon kept a registered cast of characters, locations and props consistent across multiple rounds of production; visual judgment supported by structured consistency checks, with colour verified by measurement. 4K master.
Gyeolbit (결빛) Self-initiated campaign film · 0:42 · May 2026 LUXURY · BRAND WORLD · VISUAL POETRY	Directed. A modern-hanbok couture campaign built as a world: three locations, one continuous light narrative from dawn mist to dusk, a cast in a wardrobe of my own design (sheer jeogori, corset bodices, tulle) whose faces, hair and styling stay locked across every shot. Concept, visual direction, costume design, prompt architecture, generation, edit and colour grade. 8K master.
Ba (바) Concept film · 3:00 · Mar 2026 CULTURE · IDENTITY · EMOTIONAL DIRECTION	Written and directed. Cleopatra, Queen Seondeok and Elizabeth I, born now: three queens wake inside an ink-wash painting and walk out into the present, ending arm in arm on Gwanghwamun Square, each in a present-day wardrobe of my own design. Script, creative direction, costume design, generation, edit and composited subtitles. 8K master.

AI pipeline: Flow · Seedance · Kling · Nano Banana Pro · GPT Image (OpenAI) · Astra (3D) · Claude · **Certified:** Higgsfield — The AI Filmmaking Pipeline · **Executive education:** MIT Sloan — Generative AI Business Sprint (2024)

AREAS OF EXPERTISE

- **AI-native creative direction** — concept and world-building, costume and styling, prompt architecture, identity-preserved casting, production canons, edit and grade, cutdowns per channel
- **Creative strategy that answers to commerce** — translating channel objectives across Amazon, Google, Meta and email into briefs, creative hypotheses and test plans
- **Korea & APAC e-commerce operating models** — organisation, in-house vs. agency split, cross-functional workflow across brand, marketing and commerce
- **Platform performance** — traffic, media effectiveness, content and search visibility, conversion and promotional mechanics across marketplaces and D2C
- **Measurement** — funnel and journey analytics, ROAS and attribution, executive dashboards, A/B and multivariate test design
- **Agency and creator ecosystems** — selection and management of PR, influencer and content-production partners

EXPERIENCE

Jan 2026 – Present Seoul	Arocell (FICC) Senior Manager, US Marketing & PR • Lead US marketing and PR (PR agency management, influencer partnerships, paid and organic seeding) supporting the Amazon US business, which grew +292% YoY (Sep 2026 MTD, as of Sep 26) • Super Collagen Mask 2.0 won Reviewed's 2026 Best of Year award (Best Overnight Mask); US coverage in OK! Magazine and Sunset; one influencer video reached 2M+ organic views • Product under evaluation for the 2026 ELLE Future of Beauty Awards
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Dec 2022 – Apr 2024 Seoul	Charles & Keith Head of E-commerce - Led Korea e-commerce across D2C, digital performance and online merchandising, including analysis-led seasonal buying - B2C conversion rate +33% YoY from purchase-funnel exit analysis; ROAS improved 3× within three months across audiences and creative formats
Aug 2021 – Dec 2022 Seoul	Fendi (LVMH) E-commerce Manager, Omnichannel - Led Fendi.com D2C and online merchandising; +60% YoY revenue from analysis-led merchandising optimisation, including seasonal buying, and newly activated Google SEM / PMAX - Built and managed the Client Advisor Hub team across stores, defining monthly individual KPIs and incentive reporting for store and online sales teams
Dec 2019 – Jul 2021 Seoul	Concentrix Managing Consultant, Digital Analytics Consulting - Led digital analytics consulting for major D2C clients including Samsung and LG: diagnostics and reporting to senior stakeholders; Unsung Hero Award for Tenacious Pursuit of Excellence, Korea Market Representative (Q4 2020) - Mentored and managed a team of three in analytics and insight delivery
Aug 2016 – May 2019 Hong Kong	L'Oréal Luxe Digital Product / UX Manager, APAC Regional Luxe Digital — Lancôme, YSL Beauty, Armani Beauty, Kiehl's, Shu Uemura · CN, JP, KR, AU, TW Enterprise platform adoption: supported four markets (KR, JP, TW, AU) and all five brands in adopting Salesforce Commerce Cloud; gathered requirements, turned platform features into market workflows, trained local teams, fed requests back to HQ and Salesforce, and reviewed feature usage with Salesforce; shorter launch times and lower feature-customization costs - Designed and ran A/B and multivariate tests with funnel analysis across five markets, up to +54.2% conversion uplift (best single test); implemented heatmap and session-recording tools; reported China, Korea and Japan activity to HQ content planning
Aug 2011 – Apr 2015 Seoul · Hong Kong	The Estée Lauder Companies Digital Analytics Lead, APAC Regional Corporate Online (2013–15) · Online Analytics Executive, Korea (2011–12) — Estée Lauder, Clinique, Jo Malone London, Bobbi Brown, M·A·C, La Mer, Origins - Built in-house analytics capability: trained 30+ regional and country digital teams as subject-matter expert; delivered redesign, funnel, ROAS and customer analyses with automated dashboards - In Korea, raised P&L profit margin by 16pp by cutting digital marketing cost while raising effectiveness; promoted to the APAC regional team
Jul 2010 – Jul 2011 Seoul	LG CNS Assistant Manager, Digital Content Managed digital content and smart-app development projects for LG Electronics devices; 45% profit on lead project
Apr 2007 – May 2009 Seoul	Gmarket E-commerce Specialist, Service / Platform / Strategy Scaled Gmarket's English-language platform, growing revenue 1,000%+ YoY; improved messenger-phone login and UX, raising G-Plus Phone members 1,100% and calls 340% in two months

EDUCATION & CERTIFICATIONS

2026	Higgsfield — The AI Filmmaking Pipeline, certified
Aug 2024	MIT Sloan School of Management — Generative AI Business Sprint (Executive Education)
2008 – 2009	Harvard Extension School — Introduction to Computer Science Using Java (A–) · Understand, Develop Multimedia (A)
2004 – 2007	UNSW Sydney — Bachelor of Arts, double major in Economics and Chinese

TOOLS & LANGUAGES

AI production Flow · Seedance · Kling · Nano Banana Pro · GPT Image (OpenAI) · Astra (3D) · **Language models** Claude · ChatGPT · Gemini · Perplexity · **Analytics & media** Google Analytics · Adobe Analytics · Google Ads (SEM / PMAX) · **Languages** English (fluent) · Korean (native) · **Lived in** Korea · Hong Kong · Singapore · Australia · New Zealand