Winston Huynh

AI CREATIVE DIRECTOR
ART DIRECTION & AI PRODUCTION

CONTACT

LOCATION
Temecula, CA

EMAIL
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WEBSITE
winstonhuynh.com

CORE SKILLS

- Art direction & visual storytelling
- Photo & video direction
- Campaign concepts & creative
- Paid ad creative (CTR, CPA)
- Brand identity & consistency
- Shot lists & production plans
- Post production oversight
- Social media strategy & management
- Social, web & email creative
- Copywriting, captions & brand voice development
- Content calendars & scheduling tools
- Community management & audience engagement
- Analytics & reporting
- Production budgets
- Project management

AI TOOLS

Adobe Firefly, Higgsfield, Kling, Claude, AI virtual staging

PLATFORMS

Instagram, Facebook, TikTok, YouTube, LinkedIn

TOOLS

Adobe Premiere Pro, Lightroom, Photoshop, Final Cut Pro, CapCut, Canva, Meta Business Suite, YouTube Studio, Google Analytics

LANGUAGES

English, Vietnamese (fluent)

CERTIFICATION

FAA Part 107 Remote Pilot, since 2018

SUMMARY

AI creative director with 9+ years leading visual direction for brands across photo, video, social, and paid advertising. Founder of Win Your Listing, directing photo and video production for over 4,000 properties from concept through post production. Hands on with the full content cycle from strategy and production to scheduling, engagement, and analytics, and comfortable owning a brand voice end to end.

AI CAPABILITIES

Generative video. Produce listing and brand video with generative AI, cutting turnaround time and cost.

AI imagery and virtual staging. Generate and stage property and brand visuals for ads, social, and listings.

Generative AI workflows. Use AI for concepts, visual references, ad copy, and faster creative iteration.

AI assisted marketing. Use Claude for ad copy, captions, research, and workflow automation across campaigns.

Prompt craft. Repeatable prompt workflows for consistent brand output.

EXPERIENCE

Founder & Creative Director

2017 to Present

Win Your Listing (formerly Winstudio Production), Temecula, CA

- Founded and lead creative for a media company that has directed and produced photo and video for over 4,000 properties for brands, agents, and brokerages across Southern California.
- Direct photo and video productions from concept through post production: creative brief, shot list, on set direction, drone, editing, color, and final delivery.
- Set and maintain a consistent visual identity across website, social media, email, and paid advertising, and review all creative before it ships.
- Develop campaign concepts and short form video for Instagram Reels, TikTok, and YouTube Shorts, and manage production schedules and budgets across concurrent projects.
- Manage the company brand and client acquisition campaigns across social channels and website: content calendar, posting, engagement, and conversion tracking.
- Rebranded the studio in September 2026: new name, logo system, website with pricing and booking flow, business cards, flyer, social profiles, and Google Business Profile.
- Concepted a 30-scene fashion-style brand campaign with AI-generated photography (a black and white model inside a full-color scene), published as one 9-image post.

Founder & Creative Lead

Aug 2026 to Present

Home Cash Equity (homecashequity.com)

- Created the brand from zero for a home equity lead generation business serving lending partners including Figure and eMortgage: visual identity, landing page, and all ad creative.
- Own all marketing: paid ads, social media, copy, creative, and SEO, with campaign performance tracked from click through to qualified lead.
- Design and test paid advertising creative against CTR, cost per lead, and conversion data, using performance insights to guide each new round of creative.
- Generated over $20 million in HELOC loan requests within the first months of launch at $24 per lead, a fraction of the mortgage industry average.
- Art-directed 5 sixty-second story ads (60 s 9:16, 60 s 4:5, and 15 s cuts), an AI presenter spot, and 15 image ad designs in up to 4 sizes, storyboards first and test stills approved before full renders.

Photographer

2023 to 2026

CoStar Group (Homes.com, Apartments.com, LoopNet, Ten-X)

- Photographed residential, commercial, industrial, and multifamily properties to CoStar brand standards for Homes.com, Apartments.com, LoopNet, and Ten-X listings and marketing.
- Managed a high volume shoot schedule across California, Oregon, Nevada, Arizona, Texas, and Louisiana, delivering edited, consistent image sets on deadline for listing launches and national campaigns.