

AMARACHI DUHU

CREATIVE STRATEGIST & AI ART DIRECTOR

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PROFILE

Creative Strategist & AI Art Director turning customer insight, product truth and cultural tension into campaign concepts, copy systems and product-faithful visual worlds. Client and independent work spans beauty, wellness, food, fragrance, home and lifestyle brands, with AI used to expand exploration and accelerate production without replacing strategic judgment.

CLIENT EXPERIENCE

Creative Strategy & Social Content | Naptec Paper 2026

- Translated seasonal hosting moments, product use cases and audience context into image-led Instagram concepts for a US napkin brand.
- Wrote and art-directed copy-led 4:5 carousel systems for pre-holiday and fall tabletop content, using real products and brand assets to keep the work recognizable.
- Built weekly content plans from idea through copy, design direction and final asset production; used AI selectively for supporting scenes without altering product details.

Creative Operations & Executive Support | Independent / Remote 2023–Present

- Partner with a US packaging and art director across active client work, keeping briefs, priorities, revisions and approvals moving through ClickUp.
- Produce and refine AI-assisted product imagery, pitch decks, trade-show assets, calendars and marketing copy for consumer and professional-service brands.
- Review layout, typography, packaging fidelity and brand consistency before delivery across Canva, InDesign, Gemini and Photoshop/Photopea workflows.

SELECTED INDEPENDENT CAMPAIGN PROJECTS

Bur Bur Growing Season | Paid and Organic Creative System 2026

- Researched product claims and customer behaviour, then built 'The Unreliable Witness': a proof-led paid concept and an eight-slide organic carousel around the tension between slow progress and constant checking.

PINCH Starting Six | Make Tuesday Taste Better 2026

- Turned the truth that ordinary meals need help into a copy-led campaign, developing the message spine and a seven-image, product-accurate visual system.

Summer Fridays Body Butter Balm | The Balm Doesn't Believe in Cold 2026

- Translated product warmth, softness and indulgence into an editorial campaign concept with self-aware copy and AI-directed product visuals.

CAPABILITIES AND TOOLS

Strategy Consumer research, review mining, creative territories, campaign concepts, paid-social creative, content systems, creative briefs and copywriting

Art Direction Visual concepting, product storytelling, AI image direction, product fidelity, creative QA, layout and presentation design

Tools Gemini / Nano Banana Pro, ChatGPT, Claude, Midjourney, Flux, Canva, Adobe InDesign, Photoshop / Photopea, CapCut, ClickUp, Asana and Notion