

# Justin Hughes

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## PROFESSIONAL PROFILE

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Digital media and communications professional with a global, human-centered creative foundation shaped by culinary arts, Mandarin and French language study, international travel, music, and high-touch client service. Combines digital marketing skills with an unusually strong ability to read people, interpret cultural context, and create content that feels authentic, emotionally intelligent, and audience-aware.

## EDUCATION

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**University of Colorado Colorado Springs — Bachelor of Innovation in Digital Media Communications | Expected December 2025**  
**Institut Paul Bocuse / Institut Lyfe, Lyon, France — Bachelor of Culinary Arts Management | February 2019 - January 2021**

## EXPERIENCE

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### **Paid Partnerships** — Colorado Springs, CO

- Designed personalized fine-dining experiences for clients with disabilities, translating dietary restrictions, accessibility needs, and personal preferences into dignified meals that expanded clients' sense of inclusion and possibility.
- Built trust with clients and caregivers by listening closely to physical, emotional, and environmental needs, then turning those insights into practical hospitality solutions that improved comfort and quality of life.
- Planned multi-course meals and private events from concept to service, strengthening the ability to shape mood, message, and memory through food, presentation, timing, and environment.
- Used hospitality as communication, learning how thoughtful details make people feel recognized, respected, and connected - a skill directly transferable to brand storytelling and audience engagement.

### **Peak Pet and Home Care** — Colorado Springs, CO

- Grew a neighborhood service into a trusted operation serving 10+ clients, building scheduling, communication, and coordination systems that created reliability and peace of mind.
- Earned long-term client trust by managing homes, pets, access, routines, and unexpected issues with discretion, consistency, and clear communication.
- Led sensitive care situations involving animals with medical needs and clients with specific household expectations, developing a sharper understanding of how people communicate trust, anxiety, loyalty, and care.
- Strengthened marketing credibility by learning firsthand that effective service, like effective branding, depends on consistency, empathy, responsiveness, and the ability to make people feel understood.

### **Alinea Restaurant** — Chicago, IL

- Executed precise culinary production at a three-Michelin-star restaurant, contributing to immersive dining experiences where food, design, timing, and narrative shaped lasting guest memories.
- Helped deliver one of the world's most refined hospitality experiences by aligning technical precision with emotional impact, reinforcing an understanding of how details influence perception.
- Trained incoming kitchen staff on station execution and quality standards, improving consistency and helping preserve the restaurant's creative and operational discipline.
- Supported R&D for new menu concepts, applying cultural curiosity, sensory awareness, and disciplined experimentation to guest experience design.

## SELECTED PROJECT EXPERIENCE

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### **BI History Project** — University of Colorado Colorado Springs

- Conducted original interviews with Bachelor of Innovation founders and translated fragmented firsthand accounts into the program's first authoritative historical narrative, preserving institutional memory and strengthening program identity. **CareerFootprint Project** — University of Colorado Colorado Springs
- Guided a client's undefined concept into a functional prototype, converting ambiguity into clear product direction with visual, technical, and narrative coherence.
- Coordinated AI integration, design, and prototyping work into a unified user experience, helping the final product feel intentional, usable, and marketable.

## INTERNATIONAL & CULTURAL EXPERIENCE

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### **Nanjing University** — Nanjing, China

- Achieved HSK 4 Mandarin proficiency through formal study and immersion, building practical experience communicating across linguistic and cultural boundaries.
- Built relationships across China, Taiwan, and Japan, developing firsthand understanding of how language, food, etiquette, travel, and shared cultural experiences shape human connection.

### **Institut Paul Bocuse / Institut Lyfe** — Lyon, France

- Served as an international student ambassador, helping students, faculty, and corporate partners feel welcomed, understood, and connected across cultural differences.

## SKILLS

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Digital Media & Design: Adobe Photoshop, Lightroom, InDesign, Premiere, After Effects | Audio & Music Production: FL Studio, ProTools, Audacity | Productivity: Microsoft Office Suite, Google Workspace | Languages: Mandarin Chinese HSK 4; French A2 | Core Strengths: Cross-cultural communication, brand storytelling, client empathy, creative direction, audience awareness, project coordination, narrative development