

JULIANA S. LEE

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EDUCATION

University of California, Irvine

June 2025

B.A. Business Administration, Minors in Psychology and Digital Arts

PROFESSIONAL EXPERIENCE

INPA8

September 2025 - Present

San Jose, CA

Business Manager

- Drive end-to-end marketing for Korean beauty brands Kocostar and Mania Holic, owning social, creative, and content execution across Instagram, TikTok, and LinkedIn, fueling ~30% month-over-month sales growth.
- Plan and execute experiential marketing and influencer partnerships, including wellness events and brand collaborations such as Boba Guys, conducting outreach, contracting, and reporting to drive 100,000+ impressions.
- Lead business development through outreach & partnership management with major retailers such as Ulta Beauty.
- Interview, hire, train, and manage 4 marketing interns, including 2 international interns based in Shanghai.

Roc Nation

January 2025 - June 2025

Los Angeles, CA

Artist Marketing Intern

- Researched emerging marketing trends and assisted in developing creative strategies for Roc Nation's roster, including A\$AP Rocky, Robin Thicke, J Balvin, Nipsey Hussle, Megan Thee Stallion, Kate Peaytavin, and Benny The Butcher.
- Created pitch and marketing decks, contributed to brainstorming sessions, supported campaign execution by tracking key timelines, activations, and release schedules, and presented original marketing ideas to both management and talent.
- Assisted in coordinating Roc Nation events and activations by compiling key logistics, identifying partnership opportunities, and supporting new campaign and release strategies.

FOX Entertainment

February 2024 - April 2024, June 2024 - August 2024

Los Angeles, CA

Creative Advertising Intern

- Produced and edited promotional spots and designed graphics for the premiere of the new upcoming drama procedural show *Murder in a Small Town* utilizing software including Avid Media Composer and Adobe After Effects.
- Assisted on promotional shoot sets with high-profile talent such as Rob Lowe, Ken Jeong, Joel McHale, and Nick Cannon, for various shows including *The Masked Singer* and *Animal Control*, and contributed to daily creative operations.

Data Analytics Intern

Los Angeles, CA

- Led qualitative surveys for FOX shows using TV Fan Forum and quantitative surveys via ScreenEngine, gathering insights on viewer preferences for hit shows such as the iHeartRadio Music Awards and So You Think You Can Dance.
- Analyzed data from over 1,000+ respondents to extract key insights and authored comprehensive reports, aiding in the development of targeted strategies aimed at enhancing show performance and boosting audience engagement.

Dermatology Specialists of St. Louis

June 2022 - September 2022

St. Louis, MO

Marketing Intern

- Redesigned the clinic website and refreshed social campaigns to improve user experience and enhance engagement.
- Conducted comprehensive market research and competitor analysis, leading the development of detailed consumer demographic and psychographic profiles, enhancing targeted market strategies and optimizing marketing campaigns.

Niche Street

May 2020 - October 2021, June 2023 - October 2023

Irvine, CA

Social Media Marketing Manager

- Developed 20+ detailed consumer demographic and psychographic profiles, enhancing targeted marketing efforts.
- Spearheaded campaign structuring utilizing various tools such as Facebook Ads Manager, optimizing ad performance.
- Managed promotions across TikTok, Instagram, and Facebook, boosting brand visibility and engagement.

LEADERSHIP EXPERIENCE

Delta Sigma Pi Business Fraternity

2023 - 2025

Vice President of Community Service | Marketing Committee

- Organized and executed a charity dodgeball event with 200+ attendees to raise funds for Orange County Rescue Mission.
- Supported fraternity marketing through creative production, including graphic design & producing the recruitment video.

ADDITIONAL INFORMATION

- **Languages:** English, Korean (Conversational)
- **Interests:** Fashion, Music, Art, Entertainment, Taekwondo, Piano, Cosmetics, UI/UX Design
- **Skills:** Microsoft Excel, Website Design, Figma, Adobe Creative Suite, Avid Media Composer, Graphic Design
- **Awards:** National Guild of Piano Teachers: Paderewski Gold Medal Winner; Young Artist Contest Semifinalist