

JUSTIN ZHANG

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EXPERIENCE

Digital Marketing / Creative Intern

New York City, New York

Universal Music Group (Mercury Records / Republic Records)

June 2026 - Present

- Ideate short-form content strategy for artists including Bryant Barnes and Trueblood.
- Conduct research and reporting, including IRL creator scouting, weekly trend/sentiment analysis, and a 100+ slide album recap deck for Noah Kahan's The Great Divide, to inform campaign and partnership strategy.
- Produce short-form videos and creative assets for artist-focused digital campaigns.

Digital Marketing & Campaigns Consultant

New York City, New York

Sony Music (Alamo Records / Santa Anna / OVO Sound)

January 2026 - Present

- Co-lead creator seeding and UGC management via Co:Brand across 4 release campaigns, driving 54M+ views at <\$0.002 CPV and ~20% average engagement rate.
- Ideate, edit, and manage all content for two label fan pages: scaled an inherited page to 6.2K+ new followers, 4M+ views, and 650K+ likes; grew a second page from scratch to 6.3K followers, 3.6M+ views, and 341K+ likes.

Digital Marketing / Creative Intern

Beverly Hills, California

Artist Partner Group (APG)

May 2024 - August 2025

- Executed TikTok campaign strategy behind 803Fresh's "Boots On The Ground," driving a 2.7M-view activation (212K+ likes) that helped push the single to #1 on the Billboard Adult R&B Airplay chart.
- Managed 20+ social accounts (TikTok, Instagram, YouTube Shorts, Snapchat) for priority artists including Bazzi, Odetari, and Kevin Gates, driving 5M+ weekly cross-platform views and 60%+ YouTube Shorts channel growth.
- Delivered 200+ trend-optimized short-form assets, lifting engagement 60% and driving major Snapchat growth for emerging artists 6arelyhuman (+352%) and Asteria (+75.9%).
- Filmed and edited original content for Bazzi, Lay Bankz, Sleep Soul, and 6arelyhuman, including official assets for Bazzi's Still Feel Alone rollout, while reporting weekly digital performance.

Founder / Creative Director

Los Angeles, California

MTRNM Music

October 2019 - Present

- Found and lead an artist development platform supporting 12 emerging artists, overseeing A&R, creative direction, release operations, and marketing strategy end-to-end.
- Drive ongoing marketing and content strategy for flagship artist project, generating 65K Spotify listeners, 265K streams, 5.3M+ cross-platform views, and 18K+ playlist adds across 14 releases in the past 12 months.
- Manage full release lifecycle for 20+ projects, coordinating distribution, DSP submission, and cross-platform promotional rollout.
- Build and maintain a multi-artist development pipeline, scouting talent, producing music, and executing digital content strategy to accelerate artist visibility.

Music Producer / Arranger / Audio Engineer

Los Angeles, California

Flying Media

January 2024 - January 2025

- Produced and arranged 6 singles for agency artists, transforming demos into full commercial-ready tracks.
- Led arrangement and creative development, adding instrumentation, structure, and sonic details to elevate quality.
- Delivered fast-turnaround edits and weekly deadlines, ensuring efficient workflow across teams.

Music & Creative Producer

Pasadena, California

NASA (Message in a Bottle Project)

February 2023 - June 2025

- Composed and produced theme song for the Message in a Bottle campaign, collaborating with NASA JPL team members and a lyricist to shape narrative content for a future space-bound time capsule.

KEY SKILLS

Digital Marketing & Campaign Strategy; Social Media Strategy; UGC & Creator Partnerships; Distribution & DSP Operations; Content Strategy & Performance Analytics; Video Editing/Production; Visual/Creative Design; A&R; Music Production; Audio Engineering (Mixing & Mastering); Songwriting

TECHNICAL SKILLS

Spotify for Artists; Apple Music for Artists; Adobe Creative Suite (Premiere, Photoshop, Lightroom); Final Cut Pro; CapCut; Co:Brand; Canva; Logic Pro; MelodyIQ; Frame.io; Microsoft 365 softwares; Google Workspace softwares.

PROJECTS

AI Music Production Tool, Melodyfi April 2021 - Present

- Co-developed an AI melody-to-chords engine with Cal State Pomona faculty; granted U.S. patent (US 63/261,348).
- Led musical analysis, product concept, UI/workflow design, digital marketing, and visual design, translating music-theory logic into an accessible production tool.
- Co-authored published research with faculty collaborator through AIRCC Publishing Corporation.

Crazy Talented Asians, East West Players x Warner Bros. April 2021 - April 2021

- Creative co-produced a Forbes-featured virtual charity showcase amplifying AAPI representation in entertainment, presented by East West Players in partnership with Warner Bros.
- Directed creative direction and video production for a livestreamed event featuring 20 performers and talents, coordinating execution through a co-founded production company.

Joy to the World Christmas Concert, SkyLink TV November 2020 - December 2020

- Creative co-produced and co-directed a nationally televised Christmas concert for SkyLink TV, leading editing and broadcast delivery for a pre-recorded program featuring Sam Tsui, AJ Rafael, and Olivia Thai.

Homewood Horizons Campaign, Starbucks x Keurig x Nestlé January 2025 - May 2025

- Led a 5-person creative team to develop and pitch a digital marketing campaign to client's marketing lead, including a 2-minute commercial driving 20K+ views and 150K+ impressions.

ACHIEVEMENTS

- Gold Remi Award – Best New Artist, WorldFest-Houston International Film Festival (2021).
- U.S. Patent Granted for MelodyFi AI Music Composition System (US 63/261,348).
- National broadcast feature on SkyLink TV for producing the “Joy to the World” concert (2020).
- Featured in Forbes for the “Crazy Talented Asians” showcase with East West Players and Warner Bros. (2021).

EDUCATION

Johns Hopkins University - Peabody Institute Baltimore, Maryland
Bachelor of Arts June 2026
BA in Computer Music, Minor in Business & Marketing