

JUSTIN ZHANG

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EXPERIENCE

Digital Marketing / Creative Intern

Universal Music Group (Mercury Records / Republic Records)

New York City, New York

June 2026 - Present

- Assist with short-form content strategy, video editing, and social media marketing for artist campaigns.
- Support creative marketing initiatives through content ideation, BTS capture, and artist-focused digital campaigns.

Digital Marketing / Content Consultant

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

New York City, New York

January 2026 - Present

- Operate and scale fan pages across short-form platforms to support digital rollouts for label artists and releases.
- Deploy trend-driven, platform-native content to amplify discovery and engagement across priority campaigns.

Digital Marketing / Creative Intern

Artist Partner Group (APG)

Beverly Hills, California

May 2024 - August 2025

- Managed 20+ TikTok, Instagram, YouTube Shorts, and Snapchat accounts for priority artists including Bazzi, Odetari, Kevin Gates, contributing to 5M+ weekly cross-platform views.
- Delivered 200+ trend-optimized short-form assets, increasing engagement by 60% and driving major Snapchat gains (+352% for 6arelyhuman, +75.9% for Asteria).
- Executed multiple TikTok campaigns, including a 2.7M-view activation (212K+ likes) contributing to “Boots On The Ground” by 803Fresh, reaching #1 on the Billboard Adult R&B Airplay chart.
- Oversaw YouTube Shorts strategy across 10+ artist channels, driving 5M+ weekly views and 60%+ channel growth.
- Filmed and edited content for Bazzi, Lay Bankz, Sleep Soul, and 6arelyhuman; delivered assets used on official channels (including materials for Bazzi’s *Still Feel Alone* rollout) while reporting weekly digital performance.

Founder / Creative Director

MTRNM Music

Los Angeles, California

October 2019 - Present

- Found and lead an artist development platform supporting 12 emerging artists, overseeing creative direction, A&R, marketing strategy, and business operations.
- Drive artist growth, rising social media visibility through tailored content strategy.
- Develop rollout and marketing strategy for flagship artist project, achieving 50K Spotify listeners, 210K streams, 14K playlist adds, 14 releases, and 1.5M+ views across TikTok/IG Reels/YT Shorts.
- Release and manage 20+ projects, coordinating end-to-end production, distribution, and promotional execution across DSPs and social platforms.
- Build and maintain a multi-artist development pipeline, scouting talent, producing music, and executing digital content strategy across TikTok, Instagram, and Spotify to accelerate artist visibility.

Music Producer / Arranger / Audio Engineer

Flyling Media

Los Angeles, California

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

NASA (Message in a Bottle Project)

Pasadena, California

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.

Multimedia & Advertising Manager

Homewood Horizons (Starbucks x Keurig x Nestlé)

Baltimore, Maryland

January 2025 - May 2025

- Led a five-person creative team and collaborated with cross-department groups to develop and pitch a digital marketing campaign to client’s marketing lead.
- Executed a 2-minute campaign commercial, driving 20K+ views and 150K+ impressions across social platforms.
- Directed campaign media production and designed project website with integrated branding, SEO, and analytics.

KEY SKILLS

Digital Marketing & Campaigns; Content Strategy & Performance Analytics; Platform-Specific Social Media Strategy; Video Editing & Post-Production (Short-Form, Commercial, Digital); Visual Design & Creative Direction; Artist Development & Rollout Strategy; Music Production & Audio Engineering; Mixing & Mastering; Songwriting

TECHNICAL SKILLS

Spotify for Artists; Apple Music for Artists; Frame.io; Adobe Creative Suite (Premiere, Photoshop); Final Cut Pro; CapCut; Canva; Logic Pro; MelodyIQ; 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.

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