

JUSTIN ZHANG

[J I A X U A N Z H A N G]

2025 Q1 RESUME

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SUMMARY

Dynamic music producer, multimedia content creator, and entrepreneur based in Los Angeles, California, with 13+ years of experience in music production and 7+ years in filmmaking and social media strategy. Passionate about crafting compelling narratives through music and visual storytelling, with a proven track record of creating high-impact digital campaigns, elevating artist branding, and producing award-winning content. Aiming to leverage creative and marketing expertise to amplify artist success and foster innovation in the music industry.

RELEVANT EXPERIENCES

Artist Partner Group (APG)

May 2024 - Present

Digital Marketing / Contents Intern

- Develop and execute digital marketing strategies, generating over 5 million views weekly across TikTok, Instagram, and YouTube Shorts.
- Manage and schedule consistent content, boosting engagement by 60% and averaging 1.5M monthly views.
- Create platform-specific campaigns, including a TikTok campaign with 270K views and Snapchat growth of +352%.
- Collaborate in marketing meetings to contribute actionable ideas, enhancing artist branding and visibility.

MTRNM Music

Oct 2019 - Present

Founder, CEO, Creative Director, Producer

- Founded a platform to empower up-and-coming Asian artists, providing opportunities free from major label constraints.
- Manage creative development, promotions, and business operations.
- Scout talent, produce music, and implement marketing strategies to amplify artist growth and success.

NASA (National Aeronautics & Space Administration)

Feb 2023 - Present

Music and Media Project Leader

- Write and produce the theme song for NASA's *Message In A Bottle* campaign, included in a space-bound time capsule.
- Compose the score for the campaign's documentary, blending music and storytelling to capture human history.

Flying Media

Jan 2024 - Present

Music Producer, Arranger, Audio Engineer

- Collaborate with senior producers and clients to transform demos into polished, professional-grade compositions.
- Apply advanced audio engineering techniques to deliver exceptional sound quality in recordings and final productions.
- Contribute to all stages of music production, from pre-production to mastering, showcasing creative and technical expertise.

EDUCATION

JOHNS HOPKINS UNIVERSITY

PEABODY INSTITUTE

2022 - 2026

- Bachelor of Music in Computer Music
- Minor in Business & Marketing

AWARDS

- Gold Remi Award - Best New Artist**, WorldFest-Houston International Film Festival (2021)
- Award of Merit**, Vegas Movie Awards (2021)
- Best Music Video & Best Original Song**, Milan Gold Award, Top Shorts Film Festival, Venice Film Festival, Hollywood Gold Awards (2021)
- 4x President's Volunteer Service Gold Award** (2019-2022)
- Eagle Scout Award**, Boy Scouts of America (2022)

SKILLS

- Music Production
- Songwriting
- Audio/Recording Engineering
- Audio Mixing & Mastering
- Filmmaking & Video Editing
- Multimedia Production
- Digital Marketing
- Social Media Strategy
- Graphic Design
- Website & UI Design

CREATIVE TOOLS

- Logic Pro
- Final Cut Pro
- Adobe Photoshop
- Adobe Lightroom
- Adobe Premiere Pro
- Adobe InDesign
- CapCut
- Canva
- Spotify / Apple Music for Artists

RELEVANT EXPERIENCES (CONT.)

Peabody Institute of Johns Hopkins University Multimedia Production Assistant

Aug 2022 - Present

- Produce and manage live streams for events and recitals, taking on roles such as director, camera operator, and cue/score caller.
- Edit live and recorded events using Adobe Premiere Pro, delivering polished recital portfolios for graduates.
- Collaborate with crew members to deliver seamless multimedia broadcasts, demonstrating technical expertise and precision.

iStage Entertainment Co-Founder, Music and Film Producer

Dec 2020 - Jan 2022

- Produced and co-organized nationally recognized events in collaboration with McDonald's, SkyLinkTV, East West Players, and Warner Bros., amplifying Asian representation. (see project section for details)*
- Co-founded to specialize in film, concerts, and theater, managing marketing, creative processes, and music production to promote Asian talent.

Melodyfi Founder, Co-Developer, UI Designer, Co-Author

April 2021 - Present

- Co-developed A.I. music production tool app Melodyfi (Patent: US 63/261,348) with Cal State Pomona professors.
- Applied music theory and production skills to create an intuitive app for musicians
- Co-authored a research paper on Melodyfi's methodologies and outcomes, published on AIRCC Publishing Corporation (www.bit.ly/melodyfi).

Thread, Inc. (Baltimore) Marketing & Communications Intern

June 2024 - Aug 2024

- Developed and executed social media strategies aligned with Thread's mission to build an equitable culture and end social isolation.
- Produced educational videos for YouTube, Instagram, and TikTok, increasing engagement and awareness.
- Fostered connections and engagement through targeted campaigns, raising awareness about Thread's impact and goals.

PROJECTS

- **Crazy Talented Asians 2021:** Organized a Forbes-featured charity show in collaboration with East West Players and Warner Bros., broadcast globally on Facebook and YouTube. Produced a virtual event honoring the cast of *Fresh Off the Boat (ABC)* and amplifying AAPI representation during Asian Pacific American Heritage Month.
- **Joy to the World Christmas Concert 2020 (Live on SkyLink TV):** Directed, produced, and edited a nationally televised Christmas concert featuring Sam Tsui, AJ Rafael, and Olivia Thai, sponsored by McDonald's.

600+
songs
written

80
film & video
credits

18
music videos
produced

7
films directed
& produced

VOLUNTEER

Boy Scouts of America Aug 2012 - Jan 2022

- Achieved Eagle Scout Rank, the highest honor in Scouting.
- Led troop events and community initiatives as Senior Patrol Leader, fostering teamwork and leadership.

AEC Foundation Vice President of Marketing Jan 2021 - Dec 2021

- Led global awareness for students with disabilities campaigns via social media and webinars.
- Expanded volunteer outreach, building a worldwide community and increasing engagement.

Super Joey Foundation Music Director & Volunteer Dec 2020 - Jan 2022

- Organized campaigns to promote awareness about children with disabilities.
- Directed the 2021 Super Joey Childhood Cancer Campaign, creating and producing theme song "Blossom" and music video.

Tutors4Kid Marketing, Public Relations, Music Director, Music Instructor Jan 2021 - May 2022

- Provided 150+ hours of music lessons and workshops, expanding the program during the pandemic.
- Promoted the program to 2,900+ students via marketing campaigns, supporting 80 tutors and 4,500 classes.

La JaJa Kids Video Director, Producer, Editor Dec 2020 - Jan 2022

- Produced and edited educational videos, showcasing expertise in content creation and storytelling.
- Led and mentored volunteers to develop engaging programs tailored to target audiences.