

ASHLEY JULIANO

PROFILE

I'm a passionate and modern creative who is hungry for growth. I have a proven track record in meaningful, high-quality work. I've committed the early part of my career to education and experience at top firms and am eager continue to contribute with impact and grow.

ACADEMIC BACKGROUND

Northeastern University

B.S., Business Administration, 2020
D'Amore-McKim School of Business

B.S., Music Industry, 2020
College of Arts, Media and Design

New York University

Certification, 2020
Billboard Music Industry Essentials Program

Columbia University

Certification, 2021
Digital Marketing Bootcamp

ACHIEVEMENTS

- Gen Z representative on SPCSHP's Creative Focus Group, 2019 - Present
- Featured sister in Kappa Kappa Gamma's bi-yearly member-wide magazine, The Key, as a music festival expert in cover story, 2019
- Invited speaker on social media panel at Marriott International M Live Global Summit, NYC, 2018
 - Director of Digital Marketing for WRBB 104.9 Northeastern's Campus Radio, 2016

SKILLS

Strong written and oral communication skills, Impeccable interpersonal and social skills, Detail-orientated, Strategic mindset, Trendsetter, Innovative, Intuitive.

Experience with: Microsoft Suite, Adobe Creative Cloud, Tableau, CRM (Salesforce, Zendesk), Web Design (WordPress, Squarespace, Wix), ProCreate, Ads Manager (eg, Google SEO, Display, Facebook, Instagram, Twitter, Snapchat), Mediabase, Luminato.

GET IN TOUCH

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EXPERIENCE

Sony Music Entertainment - New York, NY

Promotion Assistant, April 2022 - March 2024

Provide promotional support for the Epic Records Senior Vice President and radio promotions team. Responsible for Top 40, Rhythmic, Hot AC, Active Rock, Alternative, and Dance formats.

- Ideated and developed digital and physical marketing resources for radio partners to drive promotional efforts.
- Interfaced with artists' teams for promotion scheduling and asset management.
- Built relationships while coordinating with radio partners to ensure Epic releases were added and spun across 500 stations nationwide.
- Planned and supervised the execution of over 20 company and artist events.
- Organized ticket buys, tracked ticket requests, and sent tickets for the promotion team and partners for all artists on tour.

BBDO New York - New York, NY

Account Executive, March 2021 - April 2022

Collaborated with senior-level clients at Dunkin' on the creative development of 3-5 campaigns per month. Coordinated creative asset distribution for national and local markets for media use including television, online video, radio, paid social, display ads, out-of-home ads, and activations.

- Developed and maintained strong client relationships across all levels to support campaign strategy, tactical initiatives, creative, planning and implementation.
- Monitored industry, competitive and social trends to support team's campaign evolution and content creation efforts.
- Represented as a music field expert to support new business pitches.
- Cast and oversaw radio commercial recording sessions to ensure objectives, including brief material and tone, were met.

Universal Music Group - New York, NY

Marketing Intern (Co-Op), January 2018 - June 2018

Provided marketing support for Island Records EVP, SVP, and VPs.

- Strengthened artist branding through the development of personalized "One Sheets" and dynamic sizzle reels, amplifying their appeal and facilitating connections with potential partners.
- Assisted with the rollout of three Billboard #1 albums for Fall Out Boy, Shawn Mendes, and Elton John.
- Other responsibilities included scheduling, handling internal and external communications, and expense management.

Live Nation Entertainment - New York, NY / Boston, MA

Sponsorship Intern, June 2017 - August 2017 & June 2019 - August 2019

Joined the sponsorship division at Headquarters in New York on brainstorming and execution for new and existing brand partnerships and campaigns.

- Analyzed and applied key market insights to support brand activations at festivals and amphitheaters.
- Led the creation of a year-in-review video for Salesforce, one of the largest Live Nation partnerships.
- Improved event reports for Bud Light at 400 amphitheaters during summer concerts by developing a document highlighting critical information in sales and engagement.

Operated multiple on-site activations at amphitheaters in the Greater Boston Area.

- Increased sponsorship participation by 30% and improved venue process by introducing the use of an iPad and creating an online form for direct completion by entrants, which led to less waste and a faster turnaround to the client.

INTERESTS

Music fan first and foremost, problem and puzzle solving, photography enthusiast (digital and film), restaurant and venue connoisseur, volleyball and other team sports, building and maintaining meaningful relationships, and creative arts (painting, sewing, pottery).