

Julia Rachel Pak

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EDUCATION

Johns Hopkins University, Carey Business School

Baltimore, MD

Master of Science in Marketing Analytics

Aug 2023

- **Honors:** Merit-Based Dean's Scholarship (\$60K) & Commencement Speaker

Yonsei University, International College

Seoul, South Korea

Bachelor of Arts in Comparative Literature and Culture

Aug 2022

Bachelor of Science in Culture and Design Management (Double Major)

- **Honors:** magna cum laude

WORK EXPERIENCE

Precon Events

Washington, DC

Marketing Specialist

Aug 2024 – Present

- Spearhead Instagram content, growing +15,000% content interactions, +1,700% increase in reach, and a +1,300% increase in impressions leading to +270% increase CTR and External Taps within one month
- Lead company LinkedIn, driving a +1,500% increase in interactions, +83% new followers, and a +27% engagement rate compared to competitors, demonstrating effective implementation of creative & data strategies
- Adapt to evolving needs of startup environment, creating multimedia content using Adobe Illustrator, Final Cut Pro, and Microsoft PowerPoint to close sales and win bids ranging from \$100K to \$1M
- Support marketing collateral, including one-sheets and sales proposals, increasing client engagement and lead conversion

Johns Hopkins University, Teaching & Learning

Baltimore, MD

Multimedia Accessibility Assistant

Aug 2022 – Present

- Successfully evaluate multimedia such as transcripts, video thumbnails, title slides, and PDFs using Adobe Acrobat, Photoshop, and Microsoft Excel, consistently achieving 100% accessibility through a custom design and formatting process
- Maintain data hygiene for hundreds of files daily via Microsoft Excel, OneDrive, and Teams for media team members
- Collaborate with supervisors and designers to support new website marketing ideas using Adobe Photoshop and Canva

Johns Hopkins University

Baltimore, MD

Graduate Teaching Assistant

Aug 2023 – Jul 2024

- Graded weekly marketing assignments for 100+ graduate students, showcasing task management and communication
- Research and create lecture materials via Microsoft Word and PowerPoint, remaining adept to AI/digital marketing trends

Artist & Influencer

Remote, Nashville, TN

Social Media Marketing Manager

Jul 2021 – Aug 2022

- Drove substantial growth for artist by producing 10 videos using Final Cut Pro, iMovie, and Adobe Creative Suite, resulting in 3000 global followers and achieving a +60,000 increase in organic views on Instagram and TikTok videos
- Led successful creative social media strategies utilizing data analysis and SEO Keywords to maximize exposure
- Analyzed international media trends, integrating social listening, ideal posting times, and areas for improvement

LEADERSHIP EXPERIENCE

Net Impact, Non-Profit Organization

Baltimore, MD

Director of Marketing

Sep 2022 – Aug 2023

- Managed marketing initiatives encompassing content calendars, social media and email copywriting, and strategic scheduling to share with 400+ students and faculty, collaborating with teams to align with Net Impact's brand and mission
- Managed all photo and video assets to post on Instagram and LinkedIn, achieving a 300% increase in impressions
- Directed and corresponded with local businesses, government officials, and large enterprises, growing membership by 30%

SKILLS

Digital Tools Adobe Premiere Pro, Adobe Photoshop (Generative AI), Adobe Acrobat, Microsoft Excel, Microsoft PowerPoint, Microsoft Word, Google Suite, Final Cut Pro, Canva, CapCut, Notion, Wix, MailChimp, Hootsuite, Touch Designer, Notion

Analytics: R Studio (Programming Language), Instagram, TikTok, YouTube, Pinterest, Facebook, Twitter API, Salesforce