

JULIAN I. PARRA

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SUMMARY

- Career content creator with 180K+ followers and former IBM program manager who drove adoption of the company's business intelligence platform through clear communications, user education, and community building.

EXPERIENCE

Primary Venture Partners, New York, NY

September 2024 – March 2025

Factor Fellow

- Selected as 1 of 19 fellows (from 1,000+ applicants) for the inaugural Factor Fellowship by Primary Venture Partners, a program connecting top NYC talent to operator roles at venture-backed startups.
- Completed 6-month fellowship focused on startup career acceleration, with hands-on programming from VCs and founders to develop skills in growth, product, and early-stage operations.

TikTok & Instagram, Hawthorne, NJ

May 2020 – Present

Digital Content Strategist and Creator (@youknowitjulian)

- Built a global audience of 180K+ followers and 16M+ views by posting 200+ job search strategy videos for young professionals on [TikTok](#) and [Instagram](#).
- Launched a career course enrolling 60+ students in its first month and grew resume services by 5+ clients per week through targeted outreach and content.
- Partnered with Western Governors University on campaigns that reached 10.6M views across 11 activations.
- Secured global media coverage in [The New York Times](#), BuzzFeed, [Monster.com](#), and [Yahoo! Finance](#).

IBM, Armonk, NY

EPM Customer Success Manager

July 2020 – April 2024

Enterprise Performance Management (EPM) is IBM's internal business intelligence platform, helping IBMers create dashboards using IBM's enterprise data.

- Wrote clear, user-friendly messaging for 70+ product updates, making IBM's business intelligence platform easy to understand for 17,000+ employees.
- Developed and grew a community of power users for IBM's business intelligence platform, quadrupling engagement and turning them into advocates who taught and supported their peers.
- Launched a recurring dashboard demo series that boosted platform usage by 47% month-over-month and drew 130+ attendees each session.
- Created hands-on training programs that helped 100+ employees learn how to build dashboards in Cognos Analytics and use data effectively in their jobs.
- Partnered with finance and engineering to integrate critical data into the platform, cutting hundreds of hours of manual work for accounting teams every quarter.

EDUCATION

Babson College School of Business, Wellesley, MA

Bachelor of Science Degree Recipient | cum laude

SKILLS

- **Technical:** Microsoft Office (Word, Excel, PowerPoint), Trello, Jira, Cognos, ChatGPT, Lovable, Clay, Mural.
- **Digital Marketing:** YouTube, TikTok, Instagram, Slack, LinkedIn, Squarespace, Canva, Teachable, ConvertKit, Hootsuite; Product Marketing Alliance – Core Certification; HubSpot Inbound Sales.
- **Languages:** Fluent in Spanish (business writing/reading, translation experience).