

JACK GAO

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EDUCATION

Georgetown University, Walsh School of Foreign Service | Washington, DC

Aug 2021 – Dec 2025

B.S. in International Economics; Minor in History (East Asia Focus)

Industry-Relevant certificate: [Music Business Foundation, Berklee](#)

PROFESSIONAL EXPERIENCE

Music Assistant for Artist & Singer-Songwriter, Intern | Nov 2025 – Present

VolcaSonix LLC | Los Angeles, CA

- **Assisted artist & singer-songwriter, [Lava Hong](#)'s planned song releases:** providing demo-to-release workflow support, performing artist relations support, managing documents and audio assets, and creating promotional creatives of over 20 plan-to-release song tracks; ensured each is fully integrated on DISCO and correctly PRO-registered via ASCAP.
- **Conducted extensive research to identify and tag music tracks with the appropriate metadata:** reviewed 120+ current music release meta-ads to identify current music trends and genres; ensured each track is accurately classified by genre, style, mood, instrumentation, and other relevant attributes; delivered 3 times improved approvals in recent playlist pitches. **Managed detailed metadata tagging of a growing catalog of over 100 music tracks:** redesigned Notion workspace to improve workflow efficiency, with 30% reduction of administrative overhead; optimized the organization of tracks based on similar artists & global streaming platforms' preferences, improved searchability 40% through redesigned catalog.

[K-Pop Creative IP Campaign Strategy Research](#), Researcher | Jun 2025 – Oct 2025

Granted Fellowship at Center for Research & Fellowships, Georgetown University | Washington, DC

- **Designed, conducted, and produced comprehensive up-to-trend digital marketing strategy research based on exhaustive tracking of multiple artists IPs:** used Python to track 12k+ cross-platform social media posts and 60+ streaming and tour KPIs of three K-pop artists, Blackpink, G-Dragon, and NewJeans, monitoring engagement, sentiment, and platform saturation across official and KOL channels.
- **Benchmarked campaign KPIs to identify frequent micro-activations across platforms as a generalizable IP strategy:** evidenced that in contrast with Blackpink's label-driven high-gloss time-baited marketing strategy, G-Dragon's multi-stage rollout of monthly new micro moments translated to 0.8% improved ticket conversion (benchmark: Blackpink 2022 as baseline) with ~28% better ROAS, resulting from leveraging platform algorithms.
- **Translated insights into an actionable fan-activation and digital marketing playbook:** recommended posting cadence, KOL mix, and platform priorities for tour and EP rollouts; presented findings, data graphic analytics, and strategy to current K-pop entertainment professionals as a creator campaign planning framework.

Marketing & Partnerships Director | Jul 2019 – Aug 2021

Labelhood Youtopia, A Fashion Incubator | Shanghai, China

- **Executed 6 integrated digital and on-site activations of emerging in-house fashion IPs during Shanghai Fashion Weeks:** pitched, negotiated, and supported partnerships with Nike and Converse; prepared visual creative concepts, market breakdowns and digital content ideas that aligned with each brand's goals for Manifesto 2019 and Nike "At The Moment," Reset 2020, generating 2,000+ attendees, \$250K revenue, and 1.5M+ social impressions.
- **Created and managed monthly editorial calendars across-platforms (Weibo/TikTok/RED/Bilibili Live):** coordinated 15+ influencer/KOL collaborations, and produced lookbook content that earned Hypebeast and WWD coverage and drove 5.21M+ Weibo reads; prepared livestream content scripts for in-house designers/KOLs.
- **Managed project timelines and deliverables:** managed content, asset deliverable tracking, and timelines across a three-month cycle of 5 in-house IPs' commercial launch; tracked livestream, and documented workflows to streamline approvals and adjust pacing and content order.

Communications & Project Coordinator, Intern | Sep 2023 – Dec 2023

King & Wood Mallesons, Restructuring Division | Shanghai, China

- **Conducted asset portfolio analysis:** supported the principal manager in formulating restructuring strategy; successfully identified client's ownership over high-yield IDC sites near Shanghai as the core value driver for pitches.
- **Drafted client-facing pitch decks:** assisted the principal manager throughout the investor roadshow and deal brokerage, client positioning and projections, aligned with investor expectations.
- **Secured a ¥50 million turnaround pledge within a tight 3-month window:** modeled and presented in final-round meeting a shareholding structure proposal that met investor demands.

SKILLS

Admin: Google Suite, Google Workspace, Airtable, Notion **Design:** Canva, Adobe Suite (Premiere, Photoshop, InDesign), iMovie

Languages: Chinese (Native), English (Native), Korean (Intermediate) **Platform Analytics:** TikTok, Instagram, YouTube, Spotify