

JACK GAO

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EDUCATION

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

B.S. in International Economics; Minor in History (East Asia Focus) *Aug 2021 – Dec 2025*

Certificate: [Music Business Foundation, Berklee](#) (Music Publishing & Sync Licensing)

PROFESSIONAL EXPERIENCE

Music Catalog Management Associate for Artist & Singer-Songwriter [Lava Hong](#)

VolcaSonix LLC | Los Angeles, CA *Nov 2025 – Present*

- **Managed 150+ track catalog across Notion and DISCO.** Registered all works on ASCAP. Tagged each track by mood, instrumentation, tempo, sonic profile, and similar artists. Tripled playlist pitch approval rates.
- **Created pitch materials and Schedule A documentation for sync representation.** Delivered 10+ sync placements within recent months. Produced meta-ad visuals and lead single teaser video. Doubled Spotify monthly listeners in 2 months.
- **Managed 20+ collaborator and publisher relationships.** Drafted songwriting and master agreements for 15+ tracks. Maintained all audio asset documentation and project deadlines.

A&R Research Fellow, K-Pop Creative IP Campaign Strategy Research

Granted Fellowship at Center for Research & Fellowships, Georgetown University | Washington, DC *Jun 2025 – Oct 2025*

- **Tracked 12K+ social posts via Chartmetric and 60+ box office metrics via Pollstar** across BLACKPINK, NewJeans, and G-Dragon tour cycles. Tested how asset-drop cadence across platforms influences ticket conversion and fan engagement.
- **Benchmarked front-loaded drops vs. rolling micro-activations across 3 tour cycles.** Rolling campaigns drove ~8% higher pre-show engagement and ~20% higher post-show active engagement (comments + shares). Documented how consistent micro-activations outperform on Instagram, TikTok, and RED algorithms.
- **Presented findings to industry professionals.** Recommended posting cadence, influencer mix, and platform priorities for tour and EP campaigns.

Marketing & Partnerships Director

Labelhood Youtopia, A Fashion Incubator | Shanghai, China *Jul 2019 – Aug 2021*

- **Led 3 full-cycle marketing campaigns for in-house IPs at Shanghai Fashion Week.** Secured brand partnerships with Nike and Converse. Delivered 2,000+ attendees and \$250K revenue per cycle.
- **Managed monthly editorial calendars across Weibo, TikTok, RED, and Bilibili.** Coordinated 15 KOL collaborations over 3-month runway lead-up. Generated 5.21M+ cumulative reads.
- **Prepared 5 in-house designers' commercial launches across 2020–2021.** Aligned brand identities with retail standards. Produced digital and print lookbooks for flagship store rollouts.

Communications & Project Coordinator, Intern

King & Wood Mallesons, Restructuring Division | Shanghai, China *Sep 2023 – Dec 2023*

- **Analyzed institutional client's asset portfolio.** Positioned data center land and facilities as undervalued assets for AI-era computational demand.
- **Drafted and revised client-facing pitch decks across investor roadshow and deal brokerage.** Helped secure ¥50M turnaround commitment within 3 months.

SKILLS

Operations: Google Suite, Google Workspace, Microsoft Office Suite (Word, Excel, PowerPoint), Airtable, Notion

Music Catalog: DISCO, ASCAP, SubmitHub, Symphonic, DSP Management (Spotify for Artists, NetEase Music Backend)

Creative Design: Canva, Adobe Suite (Premiere, Photoshop, InDesign), iMovie

Platform Analytics: Chartmetric, Pollstar, Music Connect, Mediabase

Languages: Chinese (Native), English (Native), Korean (Intermediate)