

# JULIA IDE

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## EDUCATION

University of California, Berkeley | Berkeley, CA

*Bachelor of Arts in Interdisciplinary Studies, Innovation & Inclusivity – Business, Sociology, Public Health*

May 2021

GPA: 3.79

Awards: Edward Frank Kraft Award, Rose Gilbert Well-Rounded Scholarship

## PROFESSIONAL EXPERIENCE

The Fung Fellowship for Wellness and Technology Innovations | Berkeley, CA

*Research and Design Fellow*

Aug 2019 – Present

- Applied community research to brainstorm, ideate, and prototype wellness interventions and technologies for pressing health challenges
- Participated in human-centered design challenges while learning about emerging technologies impacting the Public Health landscape
- Refined skills in collaboration and design thinking while working with 50 other research fellows in an interdisciplinary environment

Guardamar Studio | Guardamar del Segura, ES

*Environmental Designer*

Jun 2019 – Aug 2019

- Provided consulting services to the mayors and city councils of Alcoy and Guardamar del Segura, Spain to grow its tourism industries
- Investigated, researched, and modeled architectural structures that are both ecologically sustainable and environmentally safe in the cities
- Composed layouts, mockups, renderings, and videos to illustrate re-envisioned concepts of the urban spaces to the team and clients

ZC Consulting | Berkeley, CA

*Marketing Strategy Consultant*

Jan 2019 – Apr 2019

- Performed market research in a team of seven on ephemeral social media content prior to LinkedIn Stories' v 2.0 launch in early April
- Analyzed competing apps to give recommendations on how LinkedIn can optimize their new user acquisition and engagement strategy

Bosley, Inc. | Beverly Hills, CA

*Marketing Intern*

Jul 2018 – Aug 2018

- Constructed a social media calendar for Facebook and Instagram and administrated publishing through Sprout Social (29k+ followers)
- Reviewed and upgraded patient satisfaction surveys with no bias and no discrimination for data towards future marketing strategies
- Brainstormed sequence video ideas for partnerships and outlined a marketing campaign on Revfluence to find an online ambassador
- Tested different marketing strategies and its performances through Salesforce Marketing Cloud and by creating market reports

Aderans America Holdings, Inc. | Beverly Hills, CA

*Legal Intern*

May 2018 – Aug 2018

- Monitored, organized, and modernized the corporate compliance function across an international multi-organizational enterprise
- Conducted compliance review and updated corporate records such as shareholder consents, contracts, annual reports, and ledgers
- Established and communicated reporting procedures and reporting modes (e.g. SharePoint, Time Matters, e-mails, etc.)
- Evaluated areas of deficiency and provided proposals while developing policies and programs that improve corporate compliance

MyTutors Community | South Bay, CA

*College Access Volunteer*

Apr 2018 – May 2019

- Assisted in the startup of a private tutoring business by creating marketing content and developing the company's website
- Communicated and prepared a business calendar with the owners of the company for the soft launch in 2018 and hard launch in 2019

## LEADERSHIP AND EXTRACURRICULARS

Cal Japan Club | Berkeley, CA

*Marketing Chair*

Apr 2018 – Present

- Orchestrated marketing campaigns to communicate job opportunities from companies in Japan seeking Japanese-speaking Berkeley students
- Marketed club events through designing fliers and creating, editing, and posting club content on the CJC' social media channels
- Coordinated and managed biweekly career and social events (100+ people) catered towards bilingual students around the Bay Area

Pi Sigma Epsilon, Zeta Chi Chapter | Berkeley, CA

*Director of Content Marketing and Design*

Aug 2018 – May 2019

- Created original content and drove compelling storytelling to improve engagement with students on campus and in the organization
- Designed social media material and recruitment design through working with the VP of marketing on the theme for the semester

Fashion and Student Trends | Berkeley, CA

*Marketing Specialist*

Aug 2018 – May 2019

- Strengthened the brand image of FAST through print and digital media and created online marketing campaigns to interest followers
- Planned and executed marketing events with models, artists, and designers to create marketing material for the semi-annual fashion show

Business Careers in Entertainment Club | Berkeley, CA

*Digital Marketing Specialist*

Jan 2018 – May 2018

- Collaborated in a group of nine team members to produce a digital marketing networking event for 100+ UC Berkeley students
- Connected with professionals from various marketing industries to create networking and internship opportunities for students

## SKILLS AND INTERESTS

**Technical** Microsoft Office Suite, Adobe Photoshop, Illustrator, Lightroom, Adobe XD, Figma, iMovie, HTML/CSS

**Language** Fluent in Japanese and English

**Interests** Basketball, Health & Fitness, Nutrition, Journaling, Google Calendar, Spoken Word Poetry, Photography, Yoga, Trader Joes