

JULIANNA ROSS

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EDUCATION	UNIVERSITY OF MICHIGAN Stephen M. Ross School of Business Bachelor of Business Administration, May 2026 <ul style="list-style-type: none">• Emphases in Strategy and Marketing• GPA 3.84/4.00	Ann Arbor, MI
EXPERIENCE	PI SIGMA EPSILON BUSINESS FRATERNITY	Ann Arbor, MI
2024-Present	New Member <ul style="list-style-type: none">• Establish strong business acumen through 10+ professional development workshops covering consulting, finance, tech, marketing as well as skills in Microsoft Powerpoint and Excel, resulting in comprehensive business education to prepare for many potential careers• Arrange personal coffee chats with 100+ current members through formal email communication to establish professional network within the University of Michigan campus, forging strong interpersonal relationships and yielding applicable academic and career advice	
2022-Present	AMERICAN ADVERTISING FEDERATION Strategy Team Leader <ul style="list-style-type: none">• Manage advertising strategy for Tide for National Student Advertising Competition (NSAC) entry on behalf of University of Michigan's 38-person chapter• Spearhead collection of primary data through market research studies including qualitative focus groups and quantitative surveys, and secondary data via marketing intelligence software including Nielsen, SRDS, and AdMall• Supervise and delegate tasks to target audience, consumer insights, and market insights teams and collaborate with creative team to ensure cohesive deliverables	Ann Arbor, MI
2023-Present	MPRODUCT PRODUCT MANAGEMENT CLUB VP of Cohort Recruitment & Education <ul style="list-style-type: none">• Lead a 7-person team in charge of coordinating club recruitment and educating new member cohorts each semester• Teach PM skills to members and direct groups in weekly sprints while prototyping MVPs• Designed and presented an app prototype for Michigan students using Figma and Pitch	Ann Arbor, MI
2022-Present Summers	XIV KARATS LTD Sales Associate <ul style="list-style-type: none">• Write up around 50 digital sales and work orders weekly for purchases and repairs• Advise customers on purchases by explaining sizing, material, and carat weight• Increase sales by maintaining store visual appeal and promoting specific merchandise	Beverly Hills, CA
2024-Present	DTCMA Influencer Marketing Intern - Remote <ul style="list-style-type: none">• Reach out to 500+ influencers weekly over TikTok Shop to advertise products• Communicate with digital creators and approve sample requests, resulting in increased sales	Los Angeles, CA
2024-Present	APEX TRADING GROUP VP of Marketing <ul style="list-style-type: none">• Created official website via Wix to improve user experience, ultimately increasing engagement• Attend weekly club meetings and pitch presentations	Ann Arbor, MI
2023	SOCIETY OF WOMEN IN ECONOMICS Marketing Chair <ul style="list-style-type: none">• Served as a mentor in Membership Program, advising and meeting with three mentees weekly• Designed flyers for all events via Canva and posted on social media platforms weekly• Updated official website for Michigan chapter using Wix and helped develop LinkedIn page	Ann Arbor, MI
ADDITIONAL	<ul style="list-style-type: none">• Skills: Exceptional interpersonal communication and leadership skills• Awards: University Honors 2024, James B. Angell Scholar 2022-23• Interests: Traveled to 11 countries to experience new cultures and an avid hiker• Raised \$75K for Share Our Strength's national No Kid Hungry campaign during COVID-19• Fluent in Spanish, Professional Working Proficiency in French	