

# JULIANNA ROSS

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|---------------------------------------|--|--------------------------|
| <b>EDUCATION</b>                      | <b>UNIVERSITY OF MICHIGAN</b><br><b>Stephen M. Ross School of Business</b><br>Bachelor of Business Administration, May 2026<br>• GPA 3.7/4.0   Emphases in Marketing and Strategy  | <b>Ann Arbor, MI</b>     |
| <b>EXPERIENCE</b>                     | <b>PI SIGMA EPSILON BUSINESS FRATERNITY</b>  | <b>Ann Arbor, MI</b>     |
| <b>2024-Present</b>                   | <b>New Member</b> <ul style="list-style-type: none"><li>• 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</li><li>• 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</li></ul>                                    |                          |
| <b>2023-Present</b>                   | <b>MPRODUCT PRODUCT MANAGEMENT CLUB</b><br><b>VP of Cohort Recruitment &amp; Education</b> <ul style="list-style-type: none"><li>• Lead a 7-person team in recruiting and educating member cohorts each semester</li><li>• Teach PM skills to members and direct groups in weekly sprints while prototyping MVPs</li><li>• Designed and presented an app prototype for Michigan students using Figma and Pitch</li></ul>   | <b>Ann Arbor, MI</b>     |
| <b>2022-Present</b>                   | <b>AMERICAN ADVERTISING FEDERATION</b><br><b>Strategy Team Leader</b> <ul style="list-style-type: none"><li>• Manage advertising strategy for Tide for National Student Advertising Competition (NSAC) entry on behalf of University of Michigan's 38-person chapter</li><li>• Spearhead collection of primary data through market research studies including qualitative focus groups and quantitative surveys, and secondary data via marketing intelligence software</li><li>• Supervise and delegate tasks to target audience, consumer insights, and market insights teams and collaborate with creative team to ensure cohesive deliverables</li></ul> | <b>Ann Arbor, MI</b>     |
| <b>2022-Present</b><br><b>Summers</b> | <b>XIV KARATS LTD</b><br><b>Sales Associate</b> <ul style="list-style-type: none"><li>• Write up around 50 digital sales and work orders weekly for purchases and repairs</li><li>• Advise customers on purchases by explaining sizing, material, and carat weight</li><li>• Increase sales by maintaining store visual appeal and promoting specific merchandise</li></ul>  | <b>Beverly Hills, CA</b> |
| <b>2024-Present</b>                   | <b>UNIVERSITY OF MICHIGAN - ROSS SCHOOL OF BUSINESS</b><br><b>Peer Mentor</b> <ul style="list-style-type: none"><li>• Develop and maintain five mentorship relationships, meeting formally with each mentee monthly while offering ongoing support for academic success and personal development</li><li>• Collaborate with faculty to address students' concerns, ensuring a smooth transition</li></ul>  | <b>Ann Arbor, MI</b>     |
| <b>2024</b>                           | <b>DTCMA</b><br><b>Influencer Marketing Intern - Remote</b> <ul style="list-style-type: none"><li>• Reached out to 500+ influencers weekly over TikTok Shop to advertise products</li><li>• Communicated with digital creators and approve sample requests, resulting in increased sales</li></ul>   | <b>Los Angeles, CA</b>   |
| <b>2024-Present</b>                   | <b>APEX TRADING GROUP</b><br><b>VP of Marketing</b> <ul style="list-style-type: none"><li>• Created official website via Wix to improve user experience, ultimately increasing engagement</li><li>• Participate in weekly club meetings and attend pitch presentations</li></ul>   | <b>Ann Arbor, MI</b>     |
| <b>2023</b>                           | <b>SOCIETY OF WOMEN IN ECONOMICS</b><br><b>Marketing Chair</b> <ul style="list-style-type: none"><li>• Served as a mentor in Membership Program, advising and meeting with three mentees weekly</li><li>• Designed flyers for all events via Canva and posted on social media platforms weekly</li></ul>   | <b>Ann Arbor, MI</b>     |
| <b>ADDITIONAL</b>                     | <ul style="list-style-type: none"><li>• Proficient in Figma, Adobe Photoshop, Microsoft Office, Canva, GitHub</li><li>• Skills: Exceptional interpersonal communication and leadership skills</li><li>• Awards: University Honors 2024, James B. Angell Scholar 2022-23</li><li>• Interests: Traveled to 12 countries to experience new cultures and an avid hiker</li><li>• Fluent in Spanish, Professional Working Proficiency in French, Novice in ASL</li></ul>  |                          |