

# Jose Villicana Brugada

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## EDUCATION

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### Washington University in St. Louis, Olin Business School

*Bachelor of Science in Business Administration (BSBA), Marketing*

St. Louis, MO

Expected May 2028

- **Minor:** Communication Design
- **GPA:** 3.59

## PROFESSIONAL EXPERIENCE

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### LIBRARIES

Los Angeles, CA

*Content & Marketing Director (Founder)*

November 2022 – Present

- Built and scaled a media brand at the intersection of music, entertainment, and pop culture, driving 100M+ monthly views, and cultivating an audience of 650,000+ followers
- Partnered with major labels including Atlantic, Capitol, and Interscope Records, delivering 250M+ client impressions through organic Instagram campaigns supporting artist and release visibility
- Produced high-impact, social-first content using music trends and content insights to strengthen audience engagement and reach

### Global Prep Academy

Los Angeles, CA

*Project Management Intern*

February 2024 – August 2024

- Coordinated multi-team project cycles from planning through launch of 10+ student-run business concepts, guiding teams across branding and strategy initiatives
- Analyzed performance data across 60+ participants to inform project direction, optimize workflows, and improve program outcomes

## MEDIA & CREATIVE EXPERIENCE

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### KWUR Clayton 90.3 FM

St. Louis, MO

*Radio Programming Trainee*

January 2026 – Present

- Selected for competitive on-air training in programming, music curation, and broadcast operations at a student-run college radio station
- Developed hands-on studio experience creating playlists, structuring show segments, and operating within FCC and live-broadcast standards

### Armour Magazine

St. Louis, MO

*Creative Director*

August 2024 – May 2025

- Managed editorial shoots from concept to completion, shaping the fashion magazine's visual identity and contributing to a print issue distributed in 200+ physical copies

### Instagram Content Creator

Los Angeles, CA

*Self-Employed*

March 2024 – November 2024

- Produced content for fashion and culture-aligned brands including audio campaigns for UMG
- Generated \$20,000+ in revenue for Levi's through self-led campaigns in the Amazon Influencer Program
- Applied insights from Instagram Analytics to refine content strategy, and grew 55,000+ followers in 5 months

## SKILLS AND RELEVANT SOFTWARE

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- **Marketing:** Social Media Strategy, Brand/Creator Partnerships, Performance Optimization, Research
- **Creative:** Content Strategy, Visual Design, Motion Graphics, Asset Curation
- **Tools:** Instagram Analytics, TikTok Analytics, Google Analytics, Adobe Creative Cloud (Photoshop, After Effects, Lightroom), Figma, Notion, Slack, G Suite, Microsoft Excel, Box

## AWARDS AND CERTIFICATIONS

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- WashU Scholar In Business, Dean's List, HSF Scholar, DECA Marketing Team Decision Finalist, Seal of Biliteracy, NSE Gold Medalist, AP Scholar with Distinction