

# NOELLE SONG

## PROFESSIONAL EXPERIENCE

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### Universal Music Group

Santa Monica, CA

*Digital Strategy & Innovation Intern*

June 2023 – August 2023

- Maintained startup database on Monday.com and conducted in-depth research on emerging trends in the Music tech industry focused on digital therapeutics (DTx) and metaverse gaming
- Designed marketing materials and coordinated events relating to UMG's Accelerator Network through scheduling, mentorships, and demo days
- Directed project initiatives and formulated business solutions to launch the next generation of innovation partnerships and digital strategy campaigns

### Share Ventures, Spree Labs Inc.

Culver City, CA

*Product Management Intern*

Jan 2023 – May 2023

- Executed social media strategy to promote the Spree app across multiple platforms, resulting in a 30% increase in social media engagement and a 10% increase in app downloads
- Conducted a user analysis of Spree's social media accounts and researched into the competitor landscape to create an original content strategy plan
- Generated trackable, affiliate links for multi-tiered marketing campaigns, closely monitoring KPIs

### RSM US LLP

San Diego, CA

*Business Applications Consultant*

June 2022 – Aug 2022

- Coordinated with business development and tech teams to help troubleshoot any implementation challenges with several Netsuite clients including Philz Coffee
- Developed an e-commerce website in Netsuite's sandbox to manage inventory and track orders using a newly designed supply chain feature that received 1<sup>st</sup> place for presented demo to leadership team

### CAD Media Management

Los Angeles, CA

*Graphic Design Intern*

Apr 2021 – Sep 2021

- Strategized marketing plans for catalog music artists to increase their social following using Instagram and physical promotion events (pop-ups, artist playbacks, concerts)
- Initiated several artists rebrands including Maria Lynn and Audrey Nuna to increase audience engagement on all social platforms by creating original video content and facilitating a giveaway series partnered with D'Angelico Guitars
- Actively contributed innovative ideas and participated in brainstorming sessions, aligning with emerging trends across social media outlets

## LEADERSHIP EXPERIENCE

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### Randall Lewis Center for Innovation and Entrepreneurship

*Marketing Manager UI/UX & Fellow*

- Curated media content (posts, flyers, graphics) to increase visibility for student opportunities such as pitch competitions, professional workshops, and alumni speaker events
- Liaised with several campus organizations to promote fellowship events and speaker panels for alumni network

### Claremont Women in Business

*VP of Innovations*

- Collaborated with 40+ members to develop new startup ideas, practice elevator pitches, host think tank events, and organize idea marathons across the Claremont Colleges

### Claremont Mudd Scripps Women's Golf Team

*Athlete / WGCA All-American Scholar*

## EDUCATION

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### Claremont McKenna College

B.A. Economics & Media Studies | *Robert Day School of Economics and Finance*

*Honors & Awards:* 2021 RSM Automation Challenge, RSM NetSuite Showcase, Harvey Mudd Entrepreneurship Incubator, Kravis Lab Impact-A-Thon Finalist, Warner Music Group Career Classroom Series, Intuit Idea Jam Participant

## SKILLS & INTERESTS

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**Skills:** Microsoft Office Suite (Word, Excel, PowerPoint), Adobe Creative Cloud (Lightroom, Photoshop, Premiere Pro), Website Development (Shopify, Figma, Wordpress), Facebook/Instagram Ads Manager, Monday.com

**Interests:** Photography, Guitar, Gymnastics, Boulderling, Golf, Indie Rock Band