

Janelle Sim

Australia | Marketing Coordinator | janellesimhn@gmail.com | 0422650734
[LinkedIn](#) | [Portfolio](#)

EDUCATION

University of Western Australia | School of Humanities and Social Sciences **Perth, WA | Dec 2024**

Bachelor of Arts in Media and Communication Studies | Second major in Business Marketing | GPA: 6.25/7.0

- **Relevant Coursework:** Digital Marketing, Journalism and Strategic Communication, Consumer Behaviour, Advertising and Branding, Media Influence, Marketing Research.
- **Certificates:** X-Culture Project Completion Certificate (Spring 2023), NYU x Billboard Music Industry Essentials (Summer 2024), UWA Global Excellence Scholar. 2022-2024.

WORK & LEADERSHIP EXPERIENCE

Brooklyn'd Records – Music Business Network

Perth, WA

Founder and Digital Marketing Executive

Jan 2023 – Present

- Founded Brooklyn'd Records, an independent music business network for young, passionate and aspiring music industry professionals to connect, create content and grow.
- Executed and published strong marketing campaigns (posts and short-form) on social media towards music industry-related events including: Grammys, VMAs, Coachella.
- Generated a 69.3k reach, 706 interactions (per month), with artists' social media teams reposting our content.
- Executed and revitalised Brooklyn'd Records' social media presence by managing content, developing media coverage grids and integrating the company's key values to its marketing.
- Consolidated and spearheaded press pieces for Gracie Abrams, Renee Rapp and BoyGenius' upcoming album release projects.

UDub Radio at The University of Western Australia

Perth, WA

Vice President of Marketing, Campaign Strategist

Jul 2023 – Present

- Managed the UDubRadio Instagram account (@udubradio), scheduled posts and developed graphic design materials for weekly Tavern nights, music events and album releases for UWA students.
- Promoted and advertised local bands like: Sun After Dusk and West Envy to play weekly at the Tavern. Results: 26.4k reach, 4.8k interactions.
- Collaborated with other student clubs (student guild/prosh/arts union) to make themed nights a recurring event.

°1824 Universal Music Group

Remote, AU

Social Media & Marketing Representative

Jul 2022 – Aug 2024

- Co-managed the °1824 UMG Instagram account (@1824) by conceptualising and ideating content, building out content calendars, copywriting and collaborating with partner accounts.
- Generated a 30% increase in growth with the average reach of 56,000 accounts per month since February, 2023.
- Accelerated and coordinated market research on specific target markets for different artists and selected genres.

X-Culture Project

Remote, AU

Team Leader and Coordinator

Aug 2023 – Dec 2023

- Project management: collaboration with an international team of 5 to produce a report covering extensive market research and product development expansion strategy in a new, international market.
- Conceptualised and developed ideation pitch decks to WheelStair's CEO on potential marketing channel promotions.

SKILLS & INTERESTS

- **Computer:** Google Suite, Microsoft Office, Adobe Creative Suite (Premiere Pro, Photoshop), Canva, Website Curation.
- **Skills:** Digital Marketing, Creative and Analytical Skills, Product Marketing, Event Marketing.
- **Languages:** English (Native), Mandarin Chinese (Fluent).
- **Interests:** Live Music, Travelling, Graphic Design, Journaling.