

Julianne Dinsay

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Experience

BENLabs

Associate Campaign Manager • April 2022 – present

- Execute 200+ creator integrations monthly across 7 campaigns with \$135k spend, maintaining 40% margin on CPC, CPA, and CPV pricing models; increased budget by 100% in first three months
- Optimize performance by analyzing proven verticals and content with high CTR via AI prediction tools and DOMO
- Develop creative briefs with clear A/B testing, outreach copy, and review content with talent

Octi Inc.

Brand Marketing Associate • June 2021 – Feb 2022

- Lead end-to-end operation of 5 Micro to Mega influencer marketing campaigns with \$100k+ budget and 300 activations through creating briefs, vetting talent, negotiating rates, arranging contracts, and analyzing ROI
- Optimize Tiktok advertising campaign practices informed by impression analytics and A/B testing generating 160k+ app pre-orders and #1 in the App Store on launch day
- Manage IG team by strategizing monthly marketing calendar, designing content, and managing community
- Increase App Store Optimization through Sensor Tower by researching and tracking key words

Pixeldust Collective

Social Media Marketing Consultant • Feb – Nov 2021

- Source and manage 1000+ Nano to Mega influencer distribution & collaboration list for fashion & beauty clients
- Prepare monthly marketing calendar for client with target launches, promotions, events, and founder content
- Curate visual presence and plan out content three weeks in advance with compelling copy
- Analyze monthly analytics reports to track growth, top performing posts and suggest ways to improve

Product Alliance

Product Design Intern • Dec 2020 – Mar 2021

- Reimagine and iterate current company PM resource guides to improve user engagement via Figma
- Enhance checkout page experience by optimizing information hierarchy via Kajabi

Education

University of California, Los Angeles • 2018 – 2021

BS, Cognitive Science
Minor in Digital Humanities
Specialization in Computing

UCSD Interaction Design Specialization Courses (2020)

In Human-Centered Design, Design Principles, & Social Computing

Skills

Design

Figma, Webflow, Tableau, Procreate, Framer, Adobe Photoshop, Illustrator, XD

Marketing

Planoly, Social Media Marketing, Content Strategy, Sensor Tower, Appsflyer

Data Visualization

DOMO, Decking, Social Marketing, Content Strategy, Sensor Tower

Programming

HTML, CSS, Javascript, MATLAB, C++

- Iterate responsive testimonial, pricing, and mobile bar designs and copy implemented via Webflow