

Julian Wan
Measurement Partner

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PROFESSIONAL SUMMARY

Data-driven marketing strategist with **a decade of experience** in **media measurement, analytics, and performance marketing**. Proven track record in **attribution modeling, customer journey analysis, and data-driven growth strategies**. Experienced in **MMM, MTA, and incremental measurement** across **TV, digital media, and ad tech**. Adept at translating complex datasets into actionable insights that drive business decisions.

WORK EXPERIENCE

Stationhead | Remote 2020 - 2024
Director, Growth Marketing and Analytics Full-time

- **Developed attribution models and MTA strategies** to measure campaign effectiveness, optimize media mix, and drive 500% growth within the first 6 months.
- **Built internal analytics tools** for audience insights, campaign tracking, and performance measurement, leading to data-driven decision-making across teams.
- **Optimized ad spend, reducing CAC by 90% within the first 6 months**, saving \$60K/month while increasing conversion efficiency across Google Ads, Meta, and YouTube.
- **Implemented new audience segmentation strategies in the first year**, identifying 5+ key audiences, like international music fans, as key high-LTV users.
- **Scaled MAUs from 9K to 2.5MM within 3 years** through paid media (Google Ads, Meta, YouTube, Facebook), community engagement, and creative growth hacks.
- **Designed and executed feasibility testing** for new marketing strategies, leading to a 700% increase in conversion onboarding rates after 8 months.
- **Scaled MAUs from 9K to 2.5M within 3 years**, driving viral adoption through high impact paid media, fandom-led growth, and organic user engagement.
- **Developed multi-touch attribution models**, improving tracking across Facebook, App Store, Google Ads, Firebase, and Amplitude within the first year.
- **Eliminated reliance on paid marketing entirely after 4 years**, saving \$60K each month, successfully shifting growth strategy to organic fandom adoption and record-label partnerships.
- **Built internal dashboards** in Looker Studio (Google Data Studio) updated daily — to track audience insights, optimize campaigns, and improve data transparency across teams.
- **Launched a global community outreach team** to identify and engage high-impact fandoms on Twitter to drive organic viral growth, hiring and leading a team of 4 over 3 years.
- **Drove DAUs to 250K+ within 2 years**, creating a high-engagement app ecosystem fueled by community interaction, artist engagement, and music fans.
- **Redefined Stationhead's product positioning**, shifting from "host your own radio" to a fandom-first platform, leading to an 800% increase in engagement within the next 3 months.
- **Partnered with 20+ major music labels every month**, leveraging Stationhead's ability to influence Billboard, iTunes, and Spotify chart rankings.

- **Designed 50+ A/B testing frameworks over 4 years** to refine campaign messaging, driving higher retention and conversion rates at scale.
- **Designed a custom Airtable-based customer management system in under 2 months** to track and engage 100+ fandoms, creating a structured pipeline for influencer-led organic growth.
- **Recommended and executed a transition from paid to organic marketing**, allowing sustainable, cost-free \$0 user acquisition after 3 years.
- **Increased organic engagement through social marketing**, creating a scalable system that sustained 25% growth without paid acquisition after 3 years.
- **Identified gaps in measurement strategy**, integrating Amplitude and Firebase to improve data collection and attribution accuracy, reaching 100% data parity within 4 months.
- **Drove engagement in underserved music communities**, tapping into high-retention international user segments, growing in East Asian and Latin American markets by 3000% in 3 years.
- **Developed a turnkey framework for record-label collaborations**, ensuring mutual promotion strategies that benefited 50+ music launches for key partners over 2+ years.
- **Positioned Stationhead as the go-to platform for music superfans**, earning 10+ major press articles and ongoing coverage for 3+ years.
- **Managed email marketing for 3M+ contacts**, migrating from *MailChimp* to *SendGrid*, reducing costs by \$3000 each month while improving deliverability and segmentation.
- **Built Stationhead's front-end marketing site in React**, creating over 30+ landing pages over 3 years with UI/UX team to improve user experience.
- **Created and refined investor presentations and record label sales decks**, driving successful pitches that secured \$5M in initial funding and a \$12M Series A within 2 years.
- **Crafted fundraising proposals** that contributed to securing **\$17M in total investment** within the first 2 years, positioning Stationhead as a leader in music tech.
- **Managed email marketing for Insiders & fan campaigns**, driving 500% higher open rates, 1000% higher engagement, and doubling conversions within the first week of delivery.

Identity Pop | New York City
 Founder / Managing Director

2019 - 2020

Full-time

- **Developed a venture-backed agency model**, ensuring a built-in client pipeline by providing branding and growth services to 8+ newly funded startups within 1 year.
- **Managed Stationhead as a key client**, providing growth strategy, branding, ad services, and business insights and assisting with a confidential \$5M investor pitch over 9 months.
- **Built Identity Pop's client acquisition strategy**, leveraging LinkedIn outreach, in-person networking, and VC portfolio connections to reach \$250,000 revenue in under 12 months.
- **Led outbound sales efforts**, creating 50+ sales proposals and marketing materials within 3 months that secured partnerships with Bewi, Stationhead, GoodCell, and HomeAware.
- **Structured and managed a three-person leadership team**, overseeing sales, operations, and creative while scaling third-party contractor support to 10+ freelancers over 9 months.
- **Executed brand identity for Agency Worx**, designing 10+ core brand elements like logos, web pages, and business cards, strengthening their hiring agency's presence over 6 months.
- **Oversaw sales, operations, and financial performance**, reporting directly to 3+ VC stakeholders, defending agency growth strategies and revenue models quarterly.

- **Negotiated client relationships within a venture-backed agency model**, balancing investor demands with startup growth needs among 8+ clients to maintain long-term viability.
- **Made the strategic decision to dissolve Identity Pop**, recognizing that a venture-backed model restricted sustainable agency growth and client relationships after 12 months.

New York Post | New York City

2017 - 2019

Senior Brand Marketing Strategist

Full-time

- **Developed and executed New York Post's first major Pride initiative** over 8 months, securing \$300K in sponsorships from fashion brands and entertainment partners.
- **Developed branded storytelling strategies** that modernized NY Post's approach to advertorial content, stunts, and event features, growing experiential business by 3x in 2 years.
- **Contributed to the creative concept for the Supreme & New York Post collaboration**, it sold out for the first time in decades (papers resold for 3000% the original price within 24 hours).
- **Led branded content campaigns for NYU Langone and Ad Council**, writing 3+ custom articles in 3 weeks per client, all achieving 20K+ organic pageviews per article.
- **Pitched and contributed to 15+ cover wrap activations per year**, working with sales teams to create high-impact experiential print ad campaigns.
- **Responded to 100+ RFPs in 2 years**, packaging custom content, programmatic ads, and experiential ideas to help secure high-tier ad buys.
- **Introduced premium branded content formats**, including long-form digital stories, interactive experiences, and sponsorship-based storytelling, growing revenue 35% over 2 years.

Refinery29 | New York City

2015 - 2017

Creative / Experiential Brand Strategist

Full-time

- **Developed the creative strategy for Refinery29's 29Rooms activations**, securing \$1.4M in brand partnerships within 2 years to fund this major annual event.
- **Helped secure high-value experiential sponsorships**, generating multi-million-dollar revenue growth through custom event concepts each year.
- **Wrote 500+ sales decks over two years**, helping position *29Rooms* as a leading experiential activation, contributing to its Webby Award win.
- **Launched and scaled *Beach House***, a \$50K-per-partner experiential activation in Montauk, leveraging influencers for high-impact branded content.
- **Produced fragrance launch events in Miami** featuring David Gandy for Light Blue (P&G Prestige), driving luxury brand engagement.
- **Led in-store concert activations**, including Tove Lo at The Gap (Broadway) and Icona Pop at Primark's King of Prussia store opening.
- **Designed influencer-driven activations**, working with RuPaul, fashion houses, and beauty brands to maximize engagement.
- **Oversaw rapid event expansion**, helping scale Refinery29's experiential portfolio by 5x in two years, leading to increased brand engagement and revenue.
- **Created budget-aligned experiential activations**, validating feasibility with production teams before pitching ideas to 150+ brand partners over 2 years.

- **Provided creative oversight post-sale**, ensuring execution aligned with strategic vision and partner expectations, delivering 100+ recaps within 1 week of execution.

Fab.com | New York City
Merchant / e-Commerce Strategist

2014 - 2015

Full-time

- **Managed \$2M in overstocked men's inventory**, executing liquidation strategies for high-value and slow-moving inventory categories within 6 months.
- **Generated 500+ new SKUs** to introduce print-on-demand and clearance strategies, optimizing inventory while reducing warehousing burden within the first 3 months.
- **Developed seasonal sales strategies**, bundling inventory across men's, novelty, and sports verticals, increasing seasonal sell through rates by 80% over 12 months.
- **Executed markdown strategies** in collaboration with the Director of Merchandising, ensuring maximum sell-through while maintaining margin targets.
- **Learned SQL in six months**, enabling real-time sales tracking and inventory reporting, reducing pricing errors and forecasting discrepancies by 80% compared to excel data only.
- **Created SQL-driven sales reports**, ensuring accuracy in inventory tracking and correcting misaligned Excel-based forecasting after 50+ inventory issues were found in the first 3 months.
- **Onboarded 30+ new suppliers per quarter**, focusing on drop-shipping and low-inventory-risk partnerships to minimize warehouse burden.
- **Developed a print-on-demand apparel strategy**, securing 10+ licensing deals with independent artists, increasing DTC sales by 400% over 12 months.
- **Wrote 200+ product descriptions**, decreasing product time to launch to within 1 week and supporting faster inventory turnover.

Americal Apparel | Los Angeles
International Brand Consultant

2010 - 2014

Full-time

- **Conducted international store audits across 10+ countries over 4 years**, analyzing 28-day YOY same-store sales trends to assess store performance.
- **Evaluated key retail KPIs**, including sales, staffing, customer service, cleanliness, inventory accuracy, and maintenance needs, ensuring brand consistency.
- **Identified underperforming stores** among 300+ retail stores based on historical sales trends, providing strategic recommendations for over 4 years.
- **Led market testing for new product lines**, selecting 5+ stores to test pilot for 3 weeks of limited-run collections to improve inventory forecasting before global rollout.
- **Analyzed competitor trends** from 100+ brands like Opening Ceremony, Primark, COS, etc. We'd then advise fashion-forward product adaptations each quarter.
- **Attended and facilitated 25+ open calls**, sourcing talent through Craigslist, referrals, and industry networks to recruit store employees and models.
- **Led seasonal store flips across global locations**, repositioning **inventory and visual merchandising** to align with **spring, summer, and fall trends**.
- **Navigated international labor laws**, adapting hiring and management practices in Netherlands, Germany, and South Korea to align with local policies.

EDUCATION

University of California, Los Angeles (UCLA)

Focused on semantics, logic, pure mathematics, critical thinking, and analytics / analytical skills

Bachelor's Degree in Philosophy | Los Angeles

2009 - 2012

SKILLS

Campaign Management, Client Services, Communication Skills, Digital Media, Fast-paced, Powerpoint, Research, Writing