

Joshua Ichiriu

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Education

The University of Texas at Austin	BS in Arts and Entertainment Technologies Minor in Business Certificate in Creativity, Innovation, and Entrepreneurship	Aug 2021 - May 2025
UTLA: Semester in Los Angeles		Spring 2024

Internship Experience

Front Runner Sports - Sports Analyst Intern	Jan 2025 - Apr 2025
<ul style="list-style-type: none">Conducting in-depth market research using DemandScience and other tools to identify brand partnerships for professional athletes such as Trace McSorley, Yetur Gross-Matos, and formerly Justin TuckerCreating targeted email campaigns that reached out to aligned brand needs with athlete goals	
Chegg - Content Marketing Intern	Jun 2024 - Aug 2024
<ul style="list-style-type: none">Conceptualized and pitched 40+ creative briefs to senior leadership, resulting in a TikTok campaign that gained over 1.5M views and 150K engagementsManaged the financing, planning, and launch of a 24/7 Lofi Beats livestream on Chegg's YouTube channel, using OBS Studio and YouTube Live to create high-quality streaming experience that boosted audience engagement on Chegg's YouTube ChannelDelivered a comprehensive analysis of Chegg's AI product to C-suite executives, providing recommendations to C-Suite to enhance its functionality and user experience	
Fox Sports - Digital Screening Intern	Feb 2024 - Apr 2024
<ul style="list-style-type: none">Generated over 1 million YouTube views by creating multimedia content for FOXSports.com, FOX Sports' Instagram, and all FOX Sports' YouTube channels while utilizing Adobe Premiere Pro and PhotoshopEnhanced the UFL's digital presence using Google IAS to create content that boosted visibility metricsAnalyzed video performance data to develop and implement content strategy improvements that increase audience retention	
JET Management - Music Management Intern	Jan 2024 - Apr 2024
<ul style="list-style-type: none">Developed affiliate marketing strategy for new releases to enhance engagement and drive awarenessCreated promotional materials for new releases by major artists such as Tame Impala, Justice, Madeon, and Suki Waterhouse with combined social media following of 10 million followers	

Work/Volunteer Experience

UT Austin Liberal Arts Development Studios - Student Technology Assistant	Aug 2022 - Dec 2024
<ul style="list-style-type: none">Led production team to produce live online classes for over 2,000 studentsProduced and recorded 40+ UT related podcasts on Pro Tools and supported live event productions	
Jeremy Lin - Videographer/Assistant	Mar 2020 - Aug 2021
<ul style="list-style-type: none">Created Instagram stories for @jlin7 by filming and editing footage of NBA player Jeremy Lin's offseason workouts and pickup basketball games for InstagramManaged the packaging and delivery of customized JLIN shoes, signed game-worn Finals jerseys, and premium memorabilia for high-profile clientsAssisted in the production of Weibo live streams and gained hands-on experience in marketing streams for an audience of over 2 million live viewers	

Additional Information

Skills: Chinese (Mandarin), Microsoft Suite, Adobe Creative Suite, Canva, Pro Tools, Javascript, Python