

JULIA CHEN

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EXPERIENCE

DATA EQUITY PROJECT MANAGER - COMMUNICATIONS

Mayor's Office of Technology and Innovation, San José, CA / 2021– 2022

- Designed and executed a communications strategy around the City's data equity work, translating an abstract and often inaccessible process into a story that resonated with wider audiences. This included writing after action reviews of data projects and data stories. 20+ articles were published on members of the data equity team and our work in 2021.
- Project managed cross-functional engagements, which involved managing complex deliverables, dependencies, and timelines, with a broad group of internal and external stakeholders (e.g. Office of Racial Equity, Mayor and senior staff, and Deputy City Manager).
- Supported the fundraising and stewardship of over \$1M in external and internal grants.
- Built and co-led a recruitment pipeline that grew the data equity team from 3 to 25 multidisciplinary data scientists and policy experts in Summer 2021 by cultivating partnerships with leading data science organizations (e.g. Correlation One, Galvanize, DataKind) and distinguished civic technology programs (e.g. Coding It Forward, Princeton University's Center for Information Technology Policy, and MIT's Priscilla King Gray Public Service Center).
- Oversaw team of 5 community engagement fellows to execute on an outreach strategy around Parks, Recreation and Neighborhood Services' scholarship programs, which culminated in 3 community roundtables with over 20 community partners, flyers distributed to 1,200 low-income households, and a slate of community-informed policy recommendations.

DEVELOPMENT COORDINATOR

Primary Stages, New York, NY / 2017 – 2020

- Oversaw the Primary Partner program, including gift and patron database management and individual donor stewardship.
- Served as front person for all donor-facing interactions: emails, event invitations, ticket booking, subscription renewals. Owned the writing, design, and distribution of all digital and print communications (e.g. annual campaigns, seasonal fundraising appeals, and e-newsletters).
- Worked with our 3 person (interns variable) Development team to plan opening nights for each of our Off-Broadway premieres each season, as well as cast parties, donor events, and the annual gala.

ASSOCIATE, OFFICE OF THE C.E.O.

MeasureSquare, Pasadena, CA / 2015 – 2017

- Provided client account and product support, and fielded more complex cases to technical support team as needed.
- Assisted on 2 person inbound sales team to manage billing for 2000+ accounts; scheduled product demos and managed customer activity in a homegrown CRM system.
- Nurtured customer engagement and built online presence by spearheaded blog implementation and content production to increase user knowledge and foster community-building.

SKILLS

Content Development & Marketing

Editing

Event Planning

Project Management

Relationship Building

Talent Pipelining

Team Management

Languages:

Cantonese (Bilingual)

Mandarin (Basic)

Spanish (Basic)

EDUCATION

MASTER OF LETTERS

Creative Writing
with distinction

University of St. Andrews (U.K.)
2022 – 2023

BACHELOR OF ARTS

English Literature
Magna cum laude
Boston University
2010 – 2014