

Juliana Christine So (Jess)

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Education

Boston University

B.A. in Computer Science | B.S. in Advertising

Boston, MA

May 2026

Technical Skills

Marketing & Creative Strategy: Campaign Strategy, Brand Strategy, Creative Brief Development, SOWs, Content Strategy, Adobe Photoshop, Adobe InDesign, Final Cut Pro, Canva, Project Management

Programming Languages: Python, JavaScript, TypeScript, SQL, HTML/CSS

Frameworks & Development: React.js, Next.js, Vite, REST API Integration

Databases & Platforms: PostgreSQL, Supabase

Professional Experience

AdLab | Boston, MA

Director of Project Management | September 2025 - December 2025

- Led five concurrent client accounts, including Capital One and the City of Boston, coordinating cross-functional teams and managing project requirements and deliverables.
- Supported client teams in shooting video content, editing PSD files, and delivering creative output aligned with production scope.

AdLab | Boston, MA

Project Manager (The Loop Lab) | January 2024 – May 2025

- Managed deadlines and deliverables across multiple advertising departments.
- Resolved inter-team conflicts regarding collaboration, timeliness, and communication.
- Assisted in editing and creating social media posts, copywriting, and final campaign pitches for the client

HERA Engineering | Manila, Philippines

Web Developer | August 2026 - October 2026

- Developed and maintained HERA Engineering's website, while implementing design and functionality requirements.
- Utilized OpenAI Codex to accelerate website development, troubleshoot code, and implement functionality through AI-assisted programming tools.

Boston University IT Help Center | Boston, MA

Service Desk | June 2024 - May 2026

- Diagnosed and resolved hardware, software, networking, and account-access issues for students, faculty, and staff.
- Provided technical troubleshooting and user support, communicating solutions clearly to users with varying levels of technical experience.

Leadership & Activities

BUPMReady | Boston, MA

Bytes Facilitator | January 2026 - May 2026

- Collaborated with a cross-functional team throughout the semester to design and develop a vintage travel app using Figma.
- Defined product requirements and user stories, and applied product management frameworks.

BU College of Communications | Boston, MA

Student Ambassador Coordinator | January 2022 - May 2026

- Coordinated scheduling for 30+ ambassadors to staff tours, open houses, and semester events.
- Planned and hosted two annual Open House programs for prospective students and their families.