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Brandon Wu

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Education

Berklee College of Music, Business Management **Boston, MA**
Bachelor of Music Business Management | Minor in Contemporary Writing and Producing **GPA**: 4.00 Expected May 2027
Coursework: Business Management, Music Licensing, Music Law, Music Marketing, Production, Finance

Work Experience

United Entertainment, Tencent Music Entertainment **Beijing, China**
A&R and Create Release Strategy Intern Jun – Aug 2025

- Collaborated closely with artists on comprehensive project planning, including defining creative direction and crafting tailored release promotion strategies to enhance audience engagement, brand alignment, and overall market impact.
- Discovered and engaged emerging independent artists across various platforms for potential collaboration, song acquisitions, and long-term partnership opportunities aligned with company's creative direction.
- Oversaw production timelines and logistics for new releases, ensuring seamless communication between creative and technical teams, on time delivery of songs and alignment with the label's quality standards and broader promotional strategies.

Beijing Artists Management Corp. Ltd **Hybrid**
Artists Relations & Touring Intern Aug – Dec 2025

- Coordinated cross border communication with Chinese and U.S. Artists, managers, and agents; ensuring smooth bilingual correspondence in English and Chinese, also aligned calendars, technical specifications, and promotional deliverables.
- Negotiated performance agreement covering fees, set lengths, riders, exclusivity, and media rights. Partnered with legal and finance teams to finalize contracts and support execution with delays.
- Oversaw full operations for China-based shows, from venue holds and permits to travel, hotel blocks, backline, and rehearsals. Managed technical schedules, run of show planning, and financial settlement to guarantee successful events,

UJU Holding Limited - Chillshorts **Guangzhou, China**
Product Operation Intern May – Jul 2026

- Managed content operations and international distribution for ChillShorts, supporting short-form drama launches across multiple overseas markets through content localization, metadata management, and platform publishing.
- Conducted competitive and performance analysis across global short-form drama platforms, tracking content trends, audience data, and market performance to support programming, localization, and product operation strategies.
- Reviewed music and audiovisual assets for international releases, including music rights and copyright compliance, while coordinating content, localization, and publishing workflows to ensure accurate and timely launches across markets.

Leadership & Extracurricular Projects

Motif – AI Music Startup **New York, NY | Hybrid**
AI Music/Product Operations Intern Jul 2026 - Present

- Supported product operations and model evaluation for Motif's generative music platform, testing workflows and analyzing output quality, consistency, usability, and potential applications across creator and enterprise use cases.
- Conducted competitive and market research across the AI music landscape, benchmarking Motif against platforms including Suno and analyzing capabilities, user experience, market positioning, and industry trends to inform product strategy.
- Analyzed market, industry, and competitive data to support angel-round fundraising and investor materials; contributed to product validation initiatives and participated in Motif's CGTN "Youth Tunes, New Bridges" feature.

Asian Media & Entertainment Club, Berklee College of Music **Boston, MA**
Founder, President Sep 2024 – Present

- Founded and led a student organization focused on media and entertainment, organizing events, performances, networking opportunities, and collaborative projects.
- Coordinated with Berklee administration to manage club operations, recruit members, secure funding, and develop partnerships with other organizations.
- Built and managed a community of students across music, media, and entertainment, driving student engagement, creative collaboration, and professional development.

Skills & Interests

Skills: Advanced | Artist Relation, A&R Administration, Tour Management, Excel, PowerPoint, Words, Logic Pro, Canva
Language: English (Native), Chinese (Fluent), Spanish (Fluent), Korean (Fluent)
Interests: Swimming, Golf, Cooking, Water Polo, Working Out, Photography, Snooker, Wine Tasting