

HUI MURRAY

Marketing Leader – Culture & Brand Marketing Strategy, Event & Experiential, and AI-Driven Operations
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EXPERIENCE

Red Bull – Culture Marketing

Santa Monica, CA

JUNE 2024 – CURRENT

National Culture Marketing Specialist (2025 – 2026)

- > Owned the translation of Red Bull's national marketing priority occasions (work, fitness, socializing) and product launches into culture-specific creative campaigns, designing national activations at NYFW, Latin GRAMMYS, Coachella, and Art Basel.
- > Directed US culture strategy for implementing and launching national priority partnerships including Scooters and McDonalds, crafting authentic Artist marketing content, event integration, and partnership announcements.
- > Pioneered AI-driven development within Red Bull's marketing org, building tools that escalated to the global level and systemically challenged existing infrastructure, prompting Insights, IT, and Marketing teams to adopt new systems of work.
- > Led entry point consumer (18-24 year old) artist marketing strategy and event execution, partnering with emerging artists such as jigitz, fakemink, and underscores to produce album release parties, product launch parties, & GRAMMY after parties.

National Culture Marketing Graduate Program (2024 – 2025)

- > Designed the operational way of work for Artist Marketing and Fashion, standardizing relationship tracking, campaign management, and brand integration guidelines, and giving field teams a repeatable framework for execution.
- > Architected annual business planning and forecasting for a \$25.5M marketing budget, building automated tracking tools that delivered finance-ready reporting and cut planning cycle time by 35%.
- > Conducted an audience research study to shape national strategy, translating trend and consumer insight into go-to-market direction for a premiere choreography dance event that was adopted into the 2026 business plan.

EarthByHui – Founder

Remote

JANUARY 2021 – CURRENT

- > Built and scaled a direct-to-consumer photography business from zero, owning SEO, paid Etsy Ads, and Pinterest growth to drive discoverability across a 67-listing shop – full ownership of brand, product, and marketing operations.
- > Freelanced marketing strategy and event production consultant for external creative clients such as AtEdge, NEON16, and Libra Solutions, including a Gen Z brand repositioning project, a SQL Data Analysis project, and a multi-channel album rollout campaign that achieved 40M+ week-one streams and topped billboard charts for four consecutive weeks.

PepsiCo – E-Commerce Marketing Intern

New York City, NY

MAY 2022 – AUGUST 2022

- > Collaborated with Meta, TikTok, Snapchat, and Pinterest to launch paid social ad campaigns with revenue and performance optimized creative content, developing a pipeline for direct affiliate tracking to measure retailer sales that cut down on 65% of agency contracting fees.

VAS3D – Lead Product Marketing Manager

Remote

SEPTEMBER 2020 – MAY 2021

- > Defined market positioning and messaging for a new VR garment rendering software, translating technical capability into a client-facing value proposition that won a government-subsidized client acquisition deal, virtual NYFW placements during the COVID19 pandemic, and 15+ high-level clients such as Parsons School of Design, Ralph Lauren, Target, and Louis Vuitton.
- > Built a workflow process to manage 30+ concurrent projects across design, sales, and clientele in partnership with the CEO.

JUV Consulting – Associate Consultant

Remote

OCTOBER 2019 – JANUARY 2020

- > Executed comprehensive market and R&D analysis to pinpoint service white spaces, architecting an expansion framework for study-spaces that integrated full cost-benefit modeling and a high-impact GTM strategy targeting university students.

EDUCATION

UNIVERSITY OF MICHIGAN, STEPHEN M. ROSS SCHOOL OF BUSINESS
Bachelor's of Business Administration – 2023

TECHNICAL & TOOLS

AI-Assisted Development (Replit, Claude, ElevenLabs) · SQL · R/Radiant · SEO/Paid Social · CMS/Website Setup · Adobe Creative Suite · Analytics (Chartmetric, AnsaRSI) · CRM (Hubspot) · Project Management Software (Notion, Trello)

CORE SKILLS

GTM Strategy · Customer/Market Research · Product Marketing · Budget Planning & Forecasting · Event Production & Experiential · Brand & Culture Marketing · Cross-Functional Communication · Messaging & Positioning