

JOHN MAX BYRNE

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EDUCATION

New York University, New York, NY May 2026
Cum Laude Bachelor of Arts, Entertainment Business Dean's List Student University Honors Scholar
Relevant Coursework: Management & Organizations, Marketing, Business of Film, The Communication Revolution,
Technology's Impact on Entertainment & Media, Entertainment Law

EXPERIENCE

Creative Marketing & Culture Intern, **Clari**, Sunnyvale, CA Jun 2025 – Aug 2025

- Partnered with the sales engineering team to design decks and client-facing visual assets supporting active deal cycles
- Built AI-powered workflows to automate scripting and YouTube SEO, applying AI tools to real operational problems
- Produced customer testimonial videos end-to-end – scripting, editing, and distribution across LinkedIn and YouTube

Development & Acquisitions Intern, **Highland Film Group**, Los Angeles, CA Jul 2025 – Dec 2025

- Evaluated film and TV projects against acquisition criteria, producing written coverage that informed strategic decisions
- Analyzed market comparables across a 24-month window to assess deal viability

Talent Outreach Intern, **The Gold Studios**, Los Angeles, CA May 2025 – Aug 2025

- Proactively sourced and qualified prospective clients across social platforms against firm-defined criteria, running outbound reach that converted 3 signed clients to the roster
- Owned communication from first contact through onboarding as the primary liaison between clients and internal teams

Administration & Marketing Intern, **Moon31**, New York, NY Jun 2024 – Sep 2024

- Ran high-volume outbound research, sourcing and vetting 50+ potential sponsors against brand and market guidelines
- Delivered market research findings directly to the CEO, translating data into go-to-market recommendations

Sales Associate, **Marine Layer**, Palo Alto, CA & New York, NY May 2023 – Feb. 2025

- Consistently exceeded daily sales targets, generating \$2,000+ in daily revenue in a fast-paced retail environment
- Built lasting client relationships through high-touch service, driving repeat business

CAMPUS INVOLVEMENT

Member, **Stern-Tisch Entertainment Business Association** Sep. 2022 – May 2026

- Participated in weekly panels and discussions with industry professionals across film, TV, and media business

PROJECTS

Marketing AI Workflow Automation, Clari Jul 2025

- Designed and deployed AI-powered systems to automate repeatable operational workflows across a marketing team
- Structured and documented scalable processes to reduce operational friction and accelerate team output
- Translated business requirements into systematic, repeatable AI frameworks adaptable across functions

SKILLS

Platforms: Adobe Creative Cloud, Figma, Procreate, Salesforce, Highspot, Notion.

AI Tools: OpenAI (ChatGPT, Sora, DALL-E), Krea, Runway, Claude, Gemini, NotebookLM, Lovable