Julianna Nijmeh

www.linkedin.com/in/julianna-nijmeh
408-710-8798
Jnijmeh1@gmail.com
San Francisco, CA

PRODUCT MARKETING | COMMUNITY & BRAND EXPERIENCES

Creative marketer with 5+ years of experience bringing brands, products, and audiences together through go-to-market launches, integrated campaigns, content, and community. Builds ideas from concept through launch across product marketing, digital, web, and events, combining creative storytelling with performance data.

SKILLS & TOOLS

STRATEGY & MARKETING
Product Marketing & GTM
Content Strategy & SEO
Campaign Strategy
Marketing Analytics

COMMUNITY & CREATIVE
Experiential & Event Marketing
Community Building
Brand Marketing
Web Design

TOOLS
Figma, Canva
Adobe Suite, WordPress
Hootsuite, Riverside, Premiere Pro
Claude, GenAI Tools

EXPERIENCE

COGNIZANT AI LAB | San Francisco, CA

Senior Marketing Associate — Aug 2026 – Present

- Lead marketing strategy for Cognizant AI Lab, owning product launches, integrated campaigns, community growth, and brand experiences from concept through execution.
- Conceived, built, and launched Agent Academy, an AI learning and certification platform designed to accelerate product adoption, leading an integrated GTM campaign that attracted 15,000+ learners in its first two months.
- Created and hosted a sold-out SF Tech Week experience, owning the concept, programming, promotion, interactive activations, vendors, and on-site production for 90 attendees with a 1,300-person waitlist.
- Grew the Lab's open-source developer community 200% in six months through a weekly pipeline of content, community engagement, and targeted campaigns.

Marketing Associate — Feb 2025 – Aug 2026

- Led GTM campaigns for 30+ product and research launches, shaping positioning, creative, content, and digital promotion.
- Built and launched the Cognizant AI Lab's first standalone website, growing it to 110,000+ visits and exceeding its H1 traffic goal by 3X through SEO and an always-on content strategy.
- Designed and delivered immersive experiences for 100+ client visits across global AI Innovation Studios, creating interactive demos and curating programming, speakers, and live demonstrations.

Marketing Coordinator — Aug 2024 – Feb 2025

- Developed the Lab's brand identity from the ground up, establishing its visual direction, messaging, and creative assets across digital and client-facing channels.

ONFIDO — Remote

Marketing Intern — Jun 2022 – Jul 2024

- Led organic social strategy and creative campaigns, driving a 108% increase in engagement and 40% growth in clicks YoY.

EDUCATION

California Polytechnic State University | San Luis Obispo, CA — Jun 2024
Business Administration, Marketing Concentration
Minor in Event Planning and Experiential Management