

# James Tanaka, Marketing Intern

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Place of birth	San Antonio	Driving license	Full
Nationality	American		

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LINKS [Instagram](#), [Facebook](#), [Linkedin](#), [Twitter](#)

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**PROFILE** *Motivated and driven Marketing Intern with two six-month internships completed in the publishing and news agency sectors respectively. A proven track record in research-driven marketing activities including surveys, competitor analysis, and marketing intelligence data manipulation. Currently pursuing a Master's Degree in Digital Marketing and Social Media Advertising on a part-time basis. Highly proficient in Adobe Illustrator and Adobe PhotoShop.*

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## EMPLOYMENT HISTORY

Jan 2019 — Nov 2019 **Marketing Intern, Blue Bank** Madison

*Boosted open rates for online client campaigns by 35% and landing page conversion rates with 22% through the implementation of a daily 2-minute vlog introducing the company's products and services on YouTube.*

- Responsible for administrative duties including preparing marketing materials, printing proposals, placing orders with suppliers, picking up promotional props and organizing booths at events
- Ideate new social media campaigns themes and present them to the brand manager
- Act as group admin on respective media platforms and web pages, responding to queries and complaints from followers
- Monitor social media platforms such as YouTube, Instagram, Twitter, Facebook and Pinterest for latest trends and ideas
- Create powerpoint presentations from draft marketing proposals
- Facilitate all planning and hosting activities for inhouse marketing events and external roadshows
- Stay abreast of competitor marketing strategies by monitoring their digital content published online

May 2018 — Oct 2018 **Marketing Intern, Wilsons Snacks & Sweets** Reston

*Received 3000 likes on Facebook after a promotion campaign to raise funds for a local athletics team via a crowdfunding vehicle.*

- Extensively involved in research practices gathering qualitative and quantitative data to be used in market studies by the marketing intelligence analysts
  - Perform comparative analysis of competitor product and service offerings
  - Responsible for communication and collaboration between the company and its clients, as well as employees by filtering and screening emails, responding to queries in writing and telephonically
  - Providing necessary feedback on items pending for external stakeholders like suppliers, event organizers, and venue hosts
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## EDUCATION

Nov 2019 — Present **Current - Master's Degree in Marketing Management and Analytics, Harvard University** Cambridge

- Major Subjects: International Marketing, Mastering Metrics
- Minor Subjects: Digital Strategy, Data Handling and Decision Making, Data Visualization and Interpretation
- GPA: 3.98
- Clubs and Societies: Campus Marketing Society, Golf Club, Swimming Club

Nov 2016 — Nov 2018 **Bachelor's Degree in Strategic Marketing Management, California State University** Orange County

- GPA: 3.95
- Major Subjects: Marketing Research, Consumer Behavior, Strategic Marketing Management,
- Minor Subject: Promotional Strategy, Sales Management, Global Marketing
- Awards & Honors: Dean's List (every semester), American Marketing Association Scholarship recipient

- Clubs & Organizations: Track & Field Athletics, Hiking Club
- Leadership: Vice-President of the Entrepreneurship Club, Life Coach for College Mentors for Kids program

Jan 2014 — Nov 2014

## High School Diploma, Tampa High School

Tampa

- Accolades: Dux Student
- Leadership: Vice President of the Student Council
- Activities: Debate Club, Film Club, Volleyball Team

### SKILLS

<p>Trello, Mopinion, KissMetrics, Asana, Slack, Jive, Evernote, MixPane</p> <p>WordPress, Drupal CMS Platforms, Adobe Photoshop, InDesign</p> <p>Facebook, Twitter, Instagram, Pinterest, LinkedIn, Google+, Reddit, Tumblr</p> <p>BuzzSumo, Hootsuite, Social Render Forest, Buffer, Sprout, Sugar CRM</p> <p>Salesforce, Qwilr, Salesforce CRM, CPQ, seProposals, Proposify</p> <p>Insightly, Campaign Monitor, SendGrid, AWeber, InsightSquared</p> <p>Pipedrive, Mailchimp, Customer.io Zoho CRM, PandaDoc, Salesfusion</p> <p>Data-Driven Marketing</p> <p>Bid Management</p> <p>Content Creation for Social Media</p> <p>Marketing Trends</p> <p>Research and Forecasting</p> <p>Product Life-Cycle Management</p> <p>Landing Page Optimisation</p>	<p>Statistical Analysis</p> <p>Marketing Messages</p> <p>Product Launches</p> <p>Digital Advertising</p> <p>SEO</p> <p>A/B Testing</p> <p>Sales Funnel Management</p> <p>Research Methodologies</p> <p>Market Dynamics</p> <p>Omni Channel Communication</p> <p>Email Automation</p> <p>Branded Campaigns</p> <p>Conversion Optimization</p> <p>Scheduling and Facilitation</p>
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### COURSES

Nov 2019 — Nov 2019

Hootsuite Social Marketing Certification, Udemy, Online

Jan 2018 — Dec 2018

Certified Professional Marketer, American Marketing Association (AMA), Online