

# JAMES TANAKA

## Marketing Intern

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(541) 754-3010

email@email.com

Place of birth ..... *San Antonio*      Driving license ..... *Full*  
Nationality ..... *American*

### LINKS

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

### 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.*

### EMPLOYMENT HISTORY

❖ **Marketing Intern, Blue Bank** ..... Jan 2019 — Nov 2019  
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

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

### EDUCATION

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

- 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

❖ **California State University** ..... Nov 2016 — Nov 2018  
*Bachelor's Degree in Strategic Marketing Management* ..... 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

❖ **Tampa High School** ..... Jan 2014 — Nov 2014  
*High School Diploma* ..... Tampa

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

**SKILLS**

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

**COURSES**

❖ **Hootsuite Social Marketing Certification** ..... Nov 2019 — Nov 2019  
*Udemy, Online*

