



James Tanaka

Marketing Intern

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01 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.

02 EMPLOYMENT HISTORY

Jan 2019 — Nov 2019
Madison

Marketing Intern at Blue Bank

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
Reston

Marketing Intern at Wilsons Snacks & Sweets

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

03 EDUCATION

Nov 2019 — Present
Cambridge

Harvard University

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

Nov 2016 — Nov 2018
Orange County

California State University

Bachelor's Degree in Strategic Marketing Management

- 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
Tampa

Tampa High School

High School Diploma

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

04 SKILLS

Trello, Mopinion, KissMetrics, Asana, Slack, Jive, Evernote, MixPane

WordPress, Drupal CMS Platforms, Adobe Photoshop, InDesign

Facebook, Twitter, Instagram, Pinterest, LinkedIn, Google+, Reddit, Tumblr

Statistical Analysis
Marketing Messages

Product Launches

Digital Advertising

SEO

BuzzSumo, Hootsuite, Social Render
Forest, Buffer, Sprout, Sugar CRM

Salesforce, Qwilr, Salesforce CRM,
CPQ, seProposals, Proposify

Insightly, Campaign Monitor,
SendGrid, AWeber, InsightSquared

Pipedrive, Mailchimp, Customer.io
Zoho CRM, PandaDoc, Salesfusion

Data-Driven Marketing

Bid Management

Content Creation for Social Media

Marketing Trends

Research and Forecasting

Product Life-Cycle Management

Landing Page Optimisation

A/B Testing

Sales Funnel Management

Research Methodologies

Market Dynamics

Omni Channel Communication

Email Automation

Branded Campaigns

Conversion Optimization

Scheduling and Facilitation

05 COURSES

Nov 2019 — Nov 2019

Hootsuite Social Marketing Certification at Udemy, Online

Jan 2018 — Dec 2018

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