

James Tanaka

Marketing Intern



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NATIONALITY	American	DRIVING LICENSE	Full
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

Jan 2019 — Nov 2019

MADISON

Marketing Intern

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

Wilson's 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

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

Skills

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

WordPress, Drupal CMS Platforms, Adobe Photoshop, InDesign

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

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

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

Statistical Analysis

Marketing Messages

Product Launches

Digital Advertising

SEO

A/B Testing

Sales Funnel Management

Research Methodologies

Market Dynamics

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

Omni Channel Communication

Email Automation

Branded Campaigns

Conversion Optimization

Scheduling and Facilitation

Courses

Nov 2019 – Nov 2019

Hootsuite Social Marketing Certification

Udemy, Online

Jan 2018 – Dec 2018

Certified Professional Marketer

American Marketing Association (AMA), Online