



Hanako Yamamoto

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PROFESSIONAL SUMMARY

Marketing professional with a 9-year track record in the field of branding, digital customer experience, market research, and data analytics. Led a 4-person team to produce constant results for the organization, generating \$3.8 million annual sales in 2018 and 2019 respectively.

KEY SKILLS

- | | |
|---|--|
| ■ Google Analytics | ■ Content Marketing |
| ■ CRM Tools (Salesforce, Hubspot, Nutshell) | ■ Email Marketing & Automation |
| ■ SEO, SEM | ■ Market Assessment & Strategic Planning |

LANGUAGES & QUALIFICATIONS

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|--------------------|---|
| ■ Japanese: Native | ■ English: Advanced Business (TOEIC 920 in 2015) |
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PROFESSIONAL EXPERIENCE

ABC Company, Full-time | Tokyo, Japan

April 2017 – Present

Marketing Manager

- Develop and launch multi-channel marketing materials, web and direct marketing campaigns, generating \$3.8 million in new annual sales in 2019
- Analyze past marketing initiatives to revamp the company's marketing efforts that focus on improving customer engagement
- Plan and execute campaign optimizations, including advertisements, landing page testing as well as execution and analysis of A/B tests
- Supervise advertising and creative agencies to ensure proper implementation of marketing strategy

XYZ Company, Full-time | Tokyo, Japan

April 2012 – March 2015

Senior Marketing Executive

April 2014 – March 2017

- Planned and executed email marketing strategies for existing customers to yield 7.8% revenue growth

- Led A/B testing for content; improved CRO by 2.3% by optimizing blog content and increasing website traffic by 200%
- Was in charge of creating quarterly and annual marketing reports to the Marketing Manager for high-level board meetings

Marketing Executive

April 2011 – March 2014

- Increased website traffic by 65% through the creation and implementation of an SEO strategy over a period of 6 months
- Engaged in media campaigns, branding and promotions
- Conducted web data analysis, reporting, and content management
- Collected and analyzed data from promotion and marketing to increase usage, social engagement as well as registrations

EDUCATION

ABC University | Tokyo, Japan

Bachelor of Marketing 2006 - 2010

XYZ University | Melbourne, Australia

One year exchange program 2008 - 2009

- Focus: Marketing

INTERESTS & HOBBIES

- Writing
- Videography