

RITSUMEI HANAKO | B.B.A IN MARKETING

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OBJECTIVE

A motivated and personable student pursuing a BA in Marketing at Ritsumeikan Asia Pacific University (GPA 3.78). Looking for entry-level Marketing Consultant position. Strong theoretical background in consumer behavior, skilled at organizing event and created a viral post on Instagram, reaching over 2000 likes, increased the page view by 35% with pitched stories.

EDUCATION

Ritsumeikan Asia Pacific University

Expected graduate in March 2025

Bachelor of Business Administration (B.B.A) majoring in Marketing

- Relevant Coursework: Digital Marketing, Marketing Research, Consumer Behaviour, International Marketing, Brand Management in the Digital World, Pricing Strategy

Online Courses (Coursera)

- The Strategic of Content Marketing, University of California (August 2023 - December 2023)
- Marketing in a Digital World, University of Illinois (March 2023 - May 2023)
- Introducing to Google SEO, Northwestern University (November 2022 - January 2023)

SKILLS

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|------------------------|---|
| ✓ Communication skills | ✓ Organizational skills |
| ✓ Creative thinking | ✓ Interpersonal skills |
| ✓ Project management | ✓ Language: English (IELTS 8.0), Japanese (JLPT N1) |
| ✓ Presentation skills | ✓ Social media expert: Facebook, Instagram, TikTok, |

EXPERIENCE

Rakuten Japan

Marketing Intern | August 2024 - October 2024

- Contributed to organizing an event for customer, merging online streaming and online presentations for 300+ audiences
- Assisted in managing an online presence of the event on 4 social media outlets (Facebook, Instagram, TikTok, Youtube)

Key Achievement

- Created a viral Instagram post that got 2000+ likes and grew the followership by 150%

Hakuhodo DY Holding

Marketing Intern | February 2024 - May 2024

- Analyzed data trends from Google Analytics and prepared reports and presentation on consumer insights.
- Collaborated with marketing teams to design promotional materials such as newsletter, brochures, posters, and flyers

Key Achievement

- Launched an effective integrated digital marketing campaign, resulting in a 25% increase in website traffic, and brand recognition