

KIKI SHIMOMAE | RESUME

Marketing Specialist

🏠 kshimomae.github.io/website-quarto-pub/

☎ +1 (949) 520-0731
✉ kikishimomae7@gmail.com

Professional Summary

Globally minded digital marketing professional with a passion for blending data-driven insights with creative strategy to drive impactful outcomes. Aspires to serve as a bridge connecting people across cultures through thoughtful, engaging campaigns. Skilled in leveraging analytics to inform decision-making and enhance brand performance, with a strong interest in using digital tools to improve customer experiences and business execution.

Technical Skills

- **Programming Languages:** R
- **Web Technologies:** HTML, CSS/SCSS, Quarto, CMS Platforms, Analytics Tools
- **Editing:** Canva, Adobe Premiere Pro, iMovie
- **Fluent in English and Japanese**

Education

Master of Science in Digital Marketing - California State Polytechnic University, Pomona- 4.0/4.0 2023 – Expected Graduation August 2025

Bachelor of Arts in Communication - University of California, San Diego- 3.9/4.0 2020 - 2022

Work Experience

Sales and Marketing Coordinator - Taiyo America, Inc. July 2022 – July 2023

- Operated 2 websites, created landing page designs, and wrote SEO-friendly blogs
- Coordinated advertising across multiple platforms such as LinkedIn, Email, YouTube, and Magazine
- Supervised trade show exhibitions, including handling booth design, advertisements, and logistics
- Designed public relations strategies and handled all the processes of press releases
- Created and edited graphic designs, videos, and the company's promotional items
- Processed sales orders and handled customer inquiries through phone calls, email, and social media
- Performed English and Japanese translations for technical written documents and in-person/online meetings

Social Media Manager - Pinear February 2022 – June 2022

- Conducted industry and market research and analyzed data from social media platforms for improvement
- Operated consistent and strategic social media posts on Instagram and LinkedIn
- Edited recorded audio into 1-hour Podcast by using Adobe Premiere Pro and published bi-weekly on Spotify