

Heidi Tochigi



Atlanta, GA • phone: (804) 212-8784 • E-mail: heiditochigi@gmail.com

EXPERIENCE

Junior Full Stack Web Developer

- Experience with HTML5, CSS3, JavaScript, JQuery, JSON, Ajax, API, SQL, Node.js, Express.js, Firebase, npm packages, Git (Version Control), Mobile First (Responsive Layout), Twitter Bootstrap, MySQL, MongoDB, ReactJS.

Marketing Consultant, Freelance

Dec/2014-Jan/2017

- Executed market research of Georgia state, and present recommendation on marketing plan including strategy, media and event marketing for one of the leading Multicultural TV broadcasting companies
- Drafted business correspondence and prepare sales and other reports for clients
- Analyzed business opportunities and recommended and assisted clients to create marketing plans for acquiring new business

Senior Account Executive, H&Y PLANNING, Torrance, CA

Jul/2008-Nov/2014

Communication and strategy marketing agency specializes in kitchen appliance, packaged food, beverage for Main-Stream Market and Asian-American Market

- Responsible for developing an annual marketing strategy by create and implement on/offline communication mix of advertising, promotional activity and public relations
- Oversaw whole account activities, schedule and manage programs based on yearly and project-based marketing calendars
- Executed marketing plans and programs through the use of online marketing, advertising, direct and event/field marketing and public relations
- Conducted competitive analysis, online research, consumer research, analyze data and develop implications and recommendations
- Responsible for manage and optimize digital campaigns using social network platforms. Coordinate a team of copywriters, designers and off-shore analysts, to deliver ongoing content/creative optimization, and reporting
- Presented research and Facebook/Twitter strategies to help educate clients on their business impact and advertising opportunities
- Supervised the development of all comprehensive RFP responses for new client/business pitches to include active participation in presentations
- Specialize in automobile, kitchen appliance, government, food and beverage industries. Clients include Mazda USA, Zojirushi America, Ito-en, Ajinomoto Marukome and Japan National Tourism Organization

Account Executive/ Marketing Research, PanCom International, Inc., Los Angeles, CA

Jan/2006-Jul/2008

An award-winning advertising agency specializing in Asian-American Market

- Maintained day-to-day account activities based on yearly and project-based marketing calendars
- Responsible for strategic planning, competitive advertising databases, and weekly base marketing research for automobile industry utilizing various informational data sources such as Polk Insight, Nielsen Research, etc.
- Identified target markets, constructed complex questionnaires, compiled and analyzed the data, and wrote and presented a report to management including recommendations for future action to acquire new client
- Specializing in automobile, food, and telecommunication industries. Clients include Volvo, Ford and AT&T, Marukome, and JFC.

Sales Representative, Nippon Shoseki Hanbai, Torrance, CA

Sep/2005-Dec/2005

The largest distributor in market share for textbook for Japanese Supplement Schools in the US

- Pioneered the company's first contact list for the Japanese Supplement Schools and Saturday Schools in the US
- Drove sales of existing and new customers; developed strong customer relation

TECHNICAL PROFICIENCIES

- **Programming/Web:** HTML5, CSS3, JavaScript, JQuery, JSON, Ajax, API, Node.js, Express.js, Firebase, npm packages, Git (Version Control), Mobile First (Responsive Layout), Twitter Bootstrap , ReactJS
- **Database:** MySQL, MongoDB
- **Software:** Dreamweaver, Photoshop,
- **Platforms/Software Proficiencies:** Mac OS X, Microsoft Windows, Microsoft Office, Adobe Illustrator, PowerPoint

CERTIFICATE

- **Full Stack Web Development, Georgia Institute of Technology**
- **DoubleClick Search (DS) Fundamentals, Google**

EDUCATION

Full Stack Web Development
Georgia Institute of Technology

Atlanta, GA

Master of Arts (MA), History
Virginia Commonwealth University

Richmond, VA

Master of Arts (MA), History
University of Tsukuba

Tsukuba, Ibaraki, Japan

ADDITIONAL QUALIFICATIONS

- **Languages: English, Japanese, Korean. Fluent trilingual communication skills and tri-cultural thinking**
- **Knowledge of international business approaches and cultural sensitivities gained living in varied North American, European and Asian settings**