

# Yuki Sato

Japanese | Male | 24 years old

*Target MSc: Digital Marketing / E-commerce*

*EDUCATION BA in Communications Keio University, Tokyo 2020 - 2024*

*Focus on Digital Media and Consumer Behavior.*

*PROFESSIONAL EXPERIENCE Digital Marketing Intern - Rakuten, Tokyo May 2024 - Present*

*Support the SEO/SEM team in optimizing keyword strategies for the fashion marketplace.*

*Analyzed Google Analytics data to identify bottlenecks in the mobile checkout process.*

*Assisted in managing a ¥10M monthly budget for Google Ads and Meta campaigns.*

*Marketing Assistant - Sony (Music Division) June 2023 - December 2023*

*Developed social media content for new artist launches, achieving 500k+ views on TikTok.*

*Monitored streaming data on Spotify and Apple Music to track campaign ROI.*

## SKILLS

Technical: Google Analytics Search Console, SQL (Basic), HTML/CSS, Canva.

## LANGUAGES

Japanese (Native), English (Fluent - TOEFL 105).

PERSONAL INTERESTS Music Production (DJing), Streetwear, Gaming.