

# Yuki Tanaka

Japanese | Female | 27

*Target MSc: Marketing & Creativity / Luxury Management*

*EDUCATION Bachelor of Arts in International Communications Waseda University, Tokyo 2019 - 2023*

*Interdisciplinary curriculum covering consumer psychology, digital media, and brand strategy.*

*Exchange semester at HEC Paris (Global Business Track).*

*Recipient of the University Merit Scholarship for academic excellence.*

## PROFESSIONAL EXPERIENCE

Marketing Assistant - L'Oréal (Luxe Division), Tokyo July 2023 - Present

Coordinated the launch of a new skincare line, managing timelines between the global HQ and local retail teams.

Analyzed monthly sell-out data and market shares using Nielsen tools to optimize promotional budgets. Drafted creative briefs for social media agencies, resulting in a 25% increase in engagement on Instagram and TikTok.

Monitored competitor activity in the Japanese "J-Beauty" market and produced monthly trend reports for the CMO.

Digital Content Intern - Rakuten, Tokyo June 2022 - December 2022

Optimized SEO copy for luxury fashion listings, improving organic search traffic by 10%.

Designed A/B tests for email marketing campaigns, focusing on click-through rates (CTR) and conversion.

Assisted the E-commerce manager in updating homepage banners and promotional landing pages using HTML/CSS.

## SKILLS

Technical: Google Analytics, Adobe Creative Suite (Photoshop/InDesign), Salesforce CRM.

Analytical: Brand positioning, Consumer journey mapping, Trend forecasting.

## LANGUAGES

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

PERSONAL INTERESTS Contemporary Art, Photography (featured in a local exhibition), Kendo (Black Belt).