

Sarah Sato

Japanese | Female | 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.