Daniel Tanaka

Japanese | Male | 24 years old

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).