

# AKIO OHMOTO

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## WORK EXPERIENCE

### **Saint Joseph's Catholic Academy**

**Boalsburg, PA**

*Marketing Consultant*

July 2023 - Present

- Created a marketing strategy to target prospective students and parents, through several channels, including SEO, SEM, social media, website marketing, email marketing, and content marketing to enhance online visibility and engagement, increasing website traffic by 210% from Jun 2023-July 2024
- Uses HTML and CSS to make changes to the website and improve visibility
- Manages a Constant Contact email database of over 1.1k contacts, pushing out weekly newsletter emails
- Utilizes platforms such as Constant Contact, Semrush, Canva, Adobe Creative Cloud, WordPress, and Niche to analyze marketing trends, creating and distributing appealing marketing material to bolster the school's online presence

### **Boston College Athletics**

**Chestnut Hill, MA**

*Intercollegiate Athletics Marketing Intern*

September 2023 - Present

- Assisted in the setup and production of collegiate sports games including football, basketball, and hockey
- Assisted with in-game marketing including fan contests, promotions, and smoke and spotlight work

### **Beats by Dre**

**Remote**

*Consumer Data Analytics Extern*

July 2024 - August 2024

- Collected and analyzed data points of 1000+ respondents on Gen Z consumer behavior as it relates to wireless speaker preferences
- Constructed a deliverable on the analysis of survey data and marketing insights, extrapolating data and trends to better direct business strategy toward the GenZ market

### **Future Business Leaders of America**

**Jersey Shore, PA**

*PA State Social Media Manager*

October 2022 - April 2023

- Created and strategized social media marketing and content to post on Instagram and Facebook for the Pennsylvania branch of FBLA
- Brainstormed on-site content for two annual state conferences, including working with state officers and on-site interviews, increasing follower engagement by 72% over 6 months

## RELEVANT COURSEWORK

Creative Communications, Intro to Media Studies, Public Speaking, Digital Storytelling

## EDUCATION

### **Boston College**

**Chestnut Hill, MA**

*2023 - Present*

Computer Science B.A., Communications B.A.

**Honors and Activities:** Questbridge Scholar, Boston College Athletics Flight Crew, TEDxBostonCollege Marketing Team, Boston College Computer Science Society, CoRo Cafe Barista

### **Saint Joseph's Catholic Academy**

**Boalsburg, PA**

*2019 - 2023*

**Leadership Positions:** Student Council Public Relations Coordinator, National Honors Society Vice President, Class Vice President, School Ambassador

## SKILLS & INTERESTS

*Skills:* Excel, Outlook, Canva, Constant Contact, Adobe Creative Suite, Semrush, WordPress, Python, Javascript

*Interests:* Graphic design, running, writing, gardening