

Chieri Abe

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Summary: 3+ years of marketing experience creating digital experiences that elevate brand impact and drive audience growth. Leverages innovative approaches tailored to diverse audiences by applying perspectives gained from living in 4 countries.

WORK EXPERIENCE

Senior Marketing Manager – Metapyxl Nov 2024 - Present

- Directing end-to-end digital marketing strategy, driving brand awareness, lead generation, and customer engagement.
- Streamlining HubSpot automation, refining workflows, and boosting conversion rates through effective lead nurturing.

Digital Marketing Assistant – Menlo College Feb 2022 - Aug 2023 & Sep 2024 - Present

- Orchestrating social media strategies to drive consistent growth, with a **79% increase** in LinkedIn post engagement.
- Curating and delivering personalized emails via Pardot to **5000+ recipients**, leading to an average **open rate of 42%**.
- Compiling and presenting analytics reports to the Digital Marketing Manager and Director of Communications.

Website Intern (Full-time) – Hilton Worldwide International Japan Oct 2023 - Jun 2024

- Introduced a new promotion approach, engaging **453,000+ followers** and boosting CTR to 8%—**3% above average**.
- Designed and optimized engaging, user-friendly web pages for 21 properties by leveraging data and property feedback.
- Reduced the team's workload by **10+ hours** per month by streamlining processes and refining the target audience.

Social Media and Marketing Intern – Ellipsis Health Jun 2023 - Aug 2023

- Adopted targeted strategies that resulted in a **49% increase** in new followers and a **20% boost** in reaction on LinkedIn.
- Developed and managed a people map and CRM system using Salesforce, enhancing client relationship management.

Founder – chetz Oct 2020 - Jan 2022

- Established a student-led non-profit organization to foster cultural awareness among Japanese youths and seniors.
- Recruited, trained, and managed **20+ members** from six countries and collaborated with **12 global organizations**.

FELLOWSHIP

Stanford University Innovation Fellowship (UIF) – Stanford d.school Sep 2022 - Aug 2023

- Competitively selected as one of four University Innovation Fellows from a pool of more than 800 students.
- Improved strong leadership, communication, and problem-solving skills through six-week training.
- Developed and presented a multi-year strategic plan to stakeholders, securing over **\$6,000** in funding.

EDUCATION

Menlo College, Atherton, CA Aug 2021 - May 2025

- Bachelor of Science in Entrepreneurship
- Minor in Business Analytics
- Dean's List: All semesters
- Cumulative GPA: 3.88 / 4.00

AWARDS

Beta Gamma Sigma – Menlo College Apr 2025

- Honors the top 10% of undergraduates in AACSB-accredited schools, the top 5% of business programs worldwide.

Young Leadership Award – Marketing 2.0 Conference Jul 2023

- Honors a few brands and pioneers who are relentlessly pushing the frontiers of innovation in the industry.

Richard F. O'Brien Award - Menlo College May 2022 and May 2023

- Honors two students per class who exemplify the true spirit of Menlo through all-around excellence.

The Governor General's Academic Medal - Government of Canada May 2020

- Honors a student graduating with the highest grade point average from a high school.

SKILLS

Language: English, Japanese, Korean | **Programming:** HTML, CSS, TypeScript, React, MySQL, R

Software: Adobe Creative (Premiere, Photoshop), Salesforce, Hubspot, Apollo, Google Analytics, Tableau, Microsoft Office