

# Chieri Abe

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**Summary:** A global citizen with 10+ years of international experience across Japan, Malaysia, Canada, and the U.S. Expertise in digital marketing, website management, and strategic communications, with a proven ability to drive results. Dedicated to fostering cross-cultural collaboration to deliver innovative solutions and enhance engagement.

## WORK EXPERIENCE

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- Website Intern (Full-time) – Hilton Worldwide International Japan** **Oct 2023 - June 2024**
- Elevated the digital presence of 21 Hilton-managed hotels by leveraging data and property feedback to develop highly engaging, user-friendly webpages across both owned and external platforms catered to local and foreign guests.
  - Spearheaded the curation of a landing page for official LINE account to showcase seasonal promotions, engaging over 453,000 followers, and implementing a new approach that achieved an 8% click-through rate—3% above the average.
- 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.
  - Contributed to the global growth of the business by supporting the CEO in establishing a partnership with NTT Group.
- Digital Marketing Assistant – Menlo College Office of Alumni Engagement & Development** **Feb 2022 - Aug 2023**
- Planned, executed, and analyzed digital communications such as social media, email, and website content, achieving continuous growth in engagement and conversion rates including a 79% increase in post engagement rates on LinkedIn.
  - Curated and delivered personalized monthly newsletters and check-in emails via Pardot, to over 4500 alumni and 900 parents, resulting in an average opening rate of 42% and driving consistent engagement.
  - Compiled and presented monthly analytics reports to the Digital Marketing Manager and Director of Communications.
- Founder / Advisor - chetz** **Oct 2020 - Present**
- 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

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- 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

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- Menlo College, Atherton, CA** **Aug 2021 - May 2025**
- Bachelor of Science in Entrepreneurship
  - Minor in Business Analytics
  - Dean's List: Every semester since Fall 2021
  - Cumulative GPA: 3.87 / 4.00

## AWARDS

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- Young Leadership Award – Marketing 2.0 Conference** **July 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

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**Language:** English, Japanese, Korean | **Programming:** HTML, CSS, MySQL, TypeScript, React  
**Software:** Adobe Creative (Premiere, Photoshop), Microsoft Office (Word, Excel, PowerPoint), Salesforce, Google Analytics