

Chieri Abe

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Summary: A global citizen with 10+ years of international experience across 4 countries. Expertise in digital marketing and strategic communications, with a proven track record of driving growth through innovative and tailored solutions.

WORK EXPERIENCE

Senior Marketing Manager – Metapyxl Nov 2024 - Present

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

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.

Digital Marketing Assistant – Menlo College Office of Alumni Engagement & Development Feb 2022 - Aug 2023

- Orchestrated social media strategies, driving consistent growth, including a 79% increase in LinkedIn post engagement.
- Curated and delivered personalized emails via Pardot to 5000+ recipients, resulting in an average opening rate of 42%.
- Compiled and presented monthly analytics reports to the Digital Marketing Manager and Director of Communications.

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

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

AWARDS

Young Leadership Award – Marketing 2.0 Conference in Las Vegas 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, Google Analytics, Tableau, Hubspot, Microsoft Office