

# 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

- Business Development Representative – Capy Inc.** *Feb 2025 - Present*
- Redefined KPIs and built a new dashboard to enhance data visibility and enable more informed decision-making.
  - Implemented AI tools like Apollo and Genspark to automate the full sales cycle, saving **30+ hours** per month.
- Digital Marketing Assistant – Menlo College** *Feb 2022 - Aug 2023 & Sep 2024 - May 2025*
- Managed multiple social platforms, resulting in consistent growth, including a **79% increase** in LinkedIn engagement.
  - Curated and delivered personalized emails via Pardot to **5000+ recipients**, leading to an average **open rate of 42%**.
  - Compiled and presented analytics reports to the team, enhancing decision-making processes with actionable insights.
- 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**.

## SKILLS

**Language:** English, Japanese, Korean

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

## EDUCATION

- Bachelor of Science in Entrepreneurship and Innovation – Menlo College** *Aug 2021 - May 2025*
- Minor in Business Analytics
  - Cumulative GPA: 3.85 / 4.00 (Dean's list on all semesters)

## 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.

## 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 marketing 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 (GPA) from a high school.