

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

Website Intern (Full-time) – Hilton Worldwide International Japan Oct 2023 - Jun 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 – 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 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, MySQL, TypeScript, React

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