

Daijiro Yokota

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EDUCATION

Macalester College, Saint Paul, MN, USA

Bachelor of Arts May 2020

Majors: Economics | Applied Mathematics and Statistics

Honors: Cum Laude, John M. Dozier Prize in Economics, Grew Bancroft Scholarship

Relevant Coursework: Entrepreneurship, Econometrics, Statistics, Machine Learning, Data Science

EXPERIENCE

Sezzle Inc., Minneapolis, MN, USA

June 2020 - Present

B2B Marketing Intern

- Bring more merchants to interest-free installment payment option platform for online shops
- Work with Data Science and Consumer Marketing teams to drive B2B marketing
- Promote rapidly-growing FinTech company to brands in different U.S. cities and countries
- Analyze BNPL (Buy-Now-Pay-Later) market for Sezzle to compete internationally
- Improve website to drive company's lead generation : <https://sezzle.com/merchants>

Twin Cities Women's Expo, Minneapolis, MN, USA

May 2018 - May 2020

Marketing and Customer Relations Management Intern

- Organized and optimized website: <https://www.twincitieswomensexpo.com>
- Automated exhibitor application process using Zoho and TicketSpice
- Customized Zoho CRM for facilitating communication with the clients

Macalester College, Saint Paul, MN, USA

Department of Economics

June 2019 – August 2019

Summer Researcher

- Worked with a professor to measure the impacts of natural disasters on supply chains
- Collected and analyzed data using the models with STATA
- Research Summary: https://daijiro-yokota.github.io/disaster_risk.html

Entrepreneurship Program

January 2017 – December 2018

Office Assistant

- Managed office website: <https://www.macalester.edu/entrepreneurship-and-innovation>
- Planned entrepreneurial programs and helped students connect to local startups
- Made a website to promote a Kickstarter project: <https://www.thislandbook.com>

CIEE Study Abroad, Sevilla, SPAIN

January 2019 – June 2019

Business and Society Program

- Studied Spanish labor law and worker's rights in the University of Sevilla
- Studied in European Economy and supply chain operations at CIEE

SKILLS

Languages: Japanese (native), English (fluent), Spanish (intermediate)

Computer: R, Python, SQL, STATA, Java, CRM, WordPress, HTML/CSS, MS Word, Excel & PowerPoint

ACTIVITIES AND INTERESTS

Interests: Technology, Marketing, CRM, Automation, Operation, FinTech, International Business

Sports: Soccer, Ultimate Frisbee