

Masafumi Nozawa

Tokyo, Japan | +81 80 4118 5473 | mf.nozawa@gmail.com | [LinkedIn](#) | [Github](#) | [Website](#)

“Digital marketing expert and brand strategist with strong technical skills. Bilingual in Japanese, with 6+ years of industry experience and excellent communication abilities, dedicated to driving growth and engagement in the Japanese market.”

CAREER HISTORY

Japanese Content Writer – Freelance, Remotely Aug 2024 – Present

- Provided articles related to Forex brokers, focusing on market trends, analysis, and broker comparisons.
- Created emailing campaigns, using ActiveCampaign
- Managed websites using CMS, ensuring content updates and optimization for SEO.
- Designed and created landing pages tailored to specific marketing campaigns and target audiences.
- Localized content from English to Japanese for a fintech company, ensuring accuracy and cultural relevance.

Marketing and Data Specialist – Computer Futures, Tokyo, Japan Nov 2023 – Aug 2024

- Managed merchandising and marketing for high-traffic events of Amazon Japan such as Prime Day and Black Friday, customizing content for each category or deal page and arranging strategic content to support exposure.
- Communicated with stakeholders to align on content design and ensure effective marketing strategies.
- Conducted data analysis and reporting, diving deep into performance metrics and extracting data using SQL.

Digital Marketing Specialist – Boucheron, Tokyo, Japan Apr 2022 – Nov 2022

- Operated and managed own brand e-commerce website for the Japanese market, maintaining a marketing calendar.
- Developed landing pages and optimized user experience for marketing campaigns.
- Managed LINE, Twitter, and Facebook social media channels, increasing follower count on LINE to 150K friends, and created compelling newsletters to drive traffic, boost shop visits, and increase sales.

Digital Marketing – Freelance, London, the United Kingdom May 2021 – March 2022

- Managed social platform planning, content publishing, and copywriting, including production of photo and video content for branding campaigns.
- Operated paid advertising campaigns on Google Search, Instagram, and Facebook.

Social Media Controller – Paul Smith Ltd., Tokyo, Japan Aug 2018 – Apr 2021

- Oversaw 100+ in-house social media advertising campaigns, using Facebook Ads and ensuring brand voice and targeted demographic, resulting in higher brand engagement.
- Directed and Delivered a series of 40+ creative photo-shoots for localized content in Japan.
- Orchestrated a 400% increase in Instagram followers, implementing strategies to drive growth and engagement.

Public Relations Coordinator – SMN Corporation, Tokyo, Japan Apr 2017 - Jul 2018

- Coordinated a successful corporate website redesign, improving user experience and increasing engagement by 20%.
- Directed content for the company's corporate website and managed all social media channels and blogs.
- Provided stakeholders with relevant industry news and statistics for informed decision-making.

TECHNICAL SKILLS

- **Digital Marketing Platforms** - Facebook Ads Manager, Google Ads (Search Ads, Display Ads, YouTube Ads)
- **Digital Marketing Tools** - Looker Studio, Google Analytics, Google Tag Manager, Google Optimize, Mailchimp
- **Coding Skills** - SQL, Ruby on Rails, Javascript ES6, HTML, SCSS/CSS, Bootstrap, git, Github, and Heroku
- **Prototyping and Editorial Tools** - Figma, Adobe XD, Photoshop, Premiere Pro, After Effect, Canva

EDUCATION

Le Wagon, Tokyo, Japan **Apr 2023 - Jul 2023**
Web Development(Full-time)

Juniata College, Pennsylvania, the United States **2014 - 2016**
Bachelor of Arts (B.A.), Marketing Design

Ritsumeikan Asia Pacific University, Oita, Japan **2012 – 2014 (transferred to Juniata College)**
International Management

ADDITIONAL INFORMATION

Languages: • Japanese - native • English - bilingual