

# Masafumi Nozawa

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## CAREER HISTORY

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### **Boucheron, Tokyo, Japan – Digital Marketing Specialist**

**April 2022 – Nov 2022**

Boucheron is a French luxury jewellery and watches house located in Paris, 26 Place Vendôme, owned by Kering. Operated and monitor the brand e-commerce platform and other digital owned channels develop business opportunities and promote the brand awareness with high quality and time manner.

#### **Key Responsibilities:**

- Operated and managed own brand e-commerce website of the country, Japan, based on the marketing calendar
- Created landing pages for the marketing campaigns
- Oversaw social media channels, LINE, a popular social media in Japan, Twitter and Facebook
- Created online newsletters to increase drive traffic, shop visits and increase sales
- Managed bugs on e-commerce websites and collaborated with a development team to fix the issues

### **Freelance, London, the United Kingdom – Digital Marketing**

**May 2021 – March 2022**

- Planning, management, content publishing and copywriting for social platforms
- Operated paid advertising campaigns on advertising platforms of Google Search, Instagram, and Facebook
- Presented solutions and actions on SEO, performance marketing and social media to grow sales and profitability
- Assisted with production of photo and video content for branding campaigns

### **Paul Smith Ltd, Tokyo, Japan – Social Media Controller**

**Aug 2018 – Apr 2021**

Paul Smith is Britain's foremost designer. He is renowned for his creative aesthetic, which combines tradition and modernity. Accountable for delivering and championing strategic activities through community management and growing the Paul Smith brand in Japan. Expanded business opportunities, created success metrics and stretch goals, and drove accountability for revenue by planning, developing, and implementing effective marketing communication campaigns.

#### **Key Responsibilities:**

- Oversaw the management of social media channels and creative content on Instagram, Twitter and Facebook.
- Maximised user engagement and reach on social media to drive traffic to the e-commerce website.
- Standardised procedures and constructed Facebook and Instagram advertising campaigns.
- Championed advertising strategies by working closely with an external advertising agency for advertising campaigns.
- Increased website traffic and engagement through paid social campaigns.
- Led the complete strategy from execution to tracking and optimisation of each campaign.
- Ensured the brand maintained its voice and targeted the right demographic, generating higher brand engagement.

### **SMN Corporation, Tokyo, Japan – Public Relations Coordinator**

**Apr 2017 - Jul 2018**

SMN Corporation is a publicly-traded digital marketing company that provides advertising technology solutions such as Demand Side Platform in Japan. Led different projects and influenced the development of articles, videos, and image content to convey the corporate value and culture and create engagement to stakeholders.

#### **Key Responsibilities:**

- Orchestrated and launched a new corporate website and managed all social media channels and blogs.
- Contributed and developed long-term marketing plans and strategies to achieve business goals.
- Deployed analytics and analysed the effectiveness of marketing campaigns, and offered recommendations.
- Translated Japanese press release into English.
- Screened information relevant to the business such as industry news, industry statistics and reported to stakeholders.

## EDUCATION AND TECHNICAL PROFICIENCIES

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**Cornerstone International Community College of Canada, Vancouver, Canada**

**2023 Jan -**

- Diploma, Computer Science

**Juniata College, Pennsylvania, the United States**

**2016**

- Bachelor of Arts (B.A.), Marketing Design

**Ritsumeikan Asia Pacific University, Oita, Japan**

**2012 – 2014 (transferred to Juniata College)**

- International Management

**Technical Skills:**

- Digital Marketing Platforms – Facebook Ads Manager, Google Ads (Search Ads, Display Ads, YouTube Ads)
- Digital Marketing Tools - Google: Data Studio, Google Analytics, Google Tag Manager, Google Optimize, Mailchimp
- Social Media Tools/Platforms, Adobe Creative Suite: Photoshop, Adobe XD, Premiere Pro, After Effect, Canva
- Basic knowledge of HTML, CSS, Javascript, Python, and SQL
- Microsoft Office - Word, Excel, PowerPoint, Cloud-Based Administration (365, Outlook, G Suite)
- Windows, macOS, Skype, MS Teams, Zoom

**Certificates:**

- Google Ads – Measurement Certification Earned: Jun 2021
- Google Ads Search Certificate Earned: Jun 2021

**ADDITIONAL INFORMATION**

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**Languages:** • Japanese • English