

KEITA SAKURAI

SALES & MARKETING

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SUMMARY

I have been working on delivering digital solution, operating programmatic ads such as Google Ads, Facebook and other DSPs at the Japanese trading desk. Started my career in public relations. After that, shifted into digital marketing field. Ambitious professional with an inquiring mind about digital technologies and ecosystem (e.g., Firebase).

QUALIFICATIONS

- 3 years of experience in AdOps and sales in SEM and programmatic ads including DSPs.
- 3 years of experience in delivering digital solutions such as DMPs and analytics.
- Deep understanding about programmatic in terms of both marketing side and technology side.

EDUCATION

Rikkyo University

B.A. Political Science, Faculty of Law 2008

Apr. 2004 - Sept. 2008

EMPLOYMENT

Digitalift Inc. (Subsidiary of FreakOut, Inc.), Account Executive

Aug. 2017 - Current

- Worked in sales team focusing creating awareness and driving conversions with managing of budgets and achieving KPIs. Led pitches to clients.
- Involved throughout the programmatic ads trading cycle, planning, targeting, assets, operating, measuring (attribution), and improvement.
- Promoted other settings such as responsive ads, RLSA (remarketing Lists for search ads), DSA (dynamic search ads), trueview for action, brand Lift survey and proposed Tokyo Prime (taxi ads). Requested for ads approvals. Checked placements with suspending ads on malicious websites.
- Had been responsible for deliverables. Introduced the reporting tool (uses API) and reduced 70% time spent at entire company. Designed procedures for 30 accounts.
- Engaged in new development. Hypothesized and classified list of 10,000 companies according to probability of qualifying.

Highlights:

- Achieved marketing goals as follows examples through the managing and optimizing up to 15 accounts per months.
 - Maintained CPC¥140 for 3 months within ¥800,000/month for promoting awareness by display and video.
 - Resulted in the brand lift survey; brand awareness +32%, consideration +258%.
- Directed our analytical part and created over 1,200 reports with improvement plans. Error rate was only 10.0%, less than one-fifth of the average.

*Budget sizes were ranging from ¥300,000 to ¥6,000,000/month. Highest budget was ¥25,000,000/month.

*Industries are all sectors, e.g., apparel's EC, termite extermination, house paint, software (cloud).

Digicon, Inc., Account Executive / Sales consultant

Feb. 2017 - May 2017

- Operated of programmatic ads for 5 companies with budget sizes ranging from ¥100,000 to ¥1,300,000/month.
- Managed SEO for 7 clients.
- Made monthly reports including analysis of search queries, index transition, MFI. Selected keywords in renewal of car insurance's website.

Advantech Japan, Co., Ltd, Account Manager

Oct. 2015 - Nov. 2016

- Led discovery of 15 prospective customers for industrial computing. Proposed directly to 10 of them. Promoted 4 companies to proceeded to the pre-closing; purchase of evaluation. Resulted ¥217M in 1 year. Archive rate was 86% by 4 people.

Dentsu Public Relations Inc. (Subsidiary of Dentsu Group), Account Executive

Aug. 2009 - Nov. 2014

- Planned communication strategies for launch of new products (electric shaver).
- Scenario planning for media training.

SKILLS

Platforms & Tools: Google Ads, DV360, Google Analytics, Facebook, Yahoo, Twitter, Criteo, LINE, Freak Out Red, Adobe Analytics

Programming Languages: SQL, Python

Databases: Git, Docker

CERTIFICATIONS

Skillshop - Google Ads Certifications - Search, Display, Measurement, Video, Shopping ads, Apps

May 2020 - May 2021

Google Analytics Individual Qualification - GAIQ

Mar. 2018 - Sept. 2019