

Kenji Hosokawa

khosokawa10@gmail.com • (070) 8560 5186 • Nakamaruko 463-9 #201, Nakahara-ku, Kawasaki, Kanagawa 211-0012, JAPAN

OBJECTIVE

- Contribute to a brand management team and utilize my tri-culture perspective to increase brand recognition and market presence towards the target audience
- Develop rigorous market research for brand repositioning to increase market presence
- Build a career to establish strong and impressive consumer brands in competitive marketplaces
- Work in a creative environment for consumer products that appeal to consumers worldwide

EXPERIENCE

Native Creative Y.K. • Tokyo, Japan • September 2019 – Present

Brand Advisor & Market Researcher

- Generated brand marketing ideas to achieve client's business objectives and to gain market presence
- Wrote advertising copy & slogans for NYK Line's global branding campaign and FUJI FILM's global branding which were used in printed and digital media throughout global markets
- Researched and delivered Japanese Pharmaceutical, Alcohol, and Food & Beverage industry presentations for various Barbadian companies to enter the Japanese market

CDSMP • Tokyo, Japan • February 2020 – Present

Marketing & Campaign Coordinator

- Produced CDSMP's business development, strategic marketing, and marketing communication plans for the Japanese and Asian markets
- Coordinated and organized Usquaebach Whiskey sponsored event and related marketing communications plan and branding material for consumers for the Japanese market
- Delivered 8-month long business development and strategic marketing plan within budget and held monthly presentations to President as a trusted consultant

AdPlatz Inc. • Yokohama, Japan • April 2020 – Present

Marketing & Branding Advisor

- Advised on AdPlatz's brand vision, strategic marketing, and business development plans
- Promoted project development and presented marketing materials on AdPlatz's strategy to internal stakeholders including CEO
- Developing AdPlatz's present & future brand positioning, slogan, PR materials, client segmentation strategy, and digital and print contents directed towards English-speaking clients

Wazee Digital – ESPN/US Open Tennis Championships • NYC, NY • August 2018 – Sep 2018

Marketing Assistant

- U.S. Open content analysis for subsequent marketing & branding campaigns
- Coordinated with ESPN team on campaigns that were distributed among syndicated feeds such as Eurosport, CBS Sports, Tennis Channel, and the USTA/US Open Media Archive
- All broadcast & digital media utilizing branded content reached over 800,000 attendees, an average of 1.25 million television viewers daily across 12 worldwide markets, and an average of 90 million viewers across all social media platforms

EDUCATION

University of Wisconsin-Madison, B.A. • graduated in Dec 2017

University of Bologna, Italy • Completed semester of International Study • August 2017 - Dec 2017

SKILLS

Languages: English- Native, Italian- Native, Japanese-Conversational