

Nana Nemoto

+44 7441 398 366 | nananemoto9@gmail.com | [linkedin.com/in/nana-nemoto](https://www.linkedin.com/in/nana-nemoto)

E-commerce and Digital Marketing specialist with 8 years of experience in marketing strategy, performance analytics and cross-border project management.

WORK EXPERIENCE

Assistant Manager / Digital Marketing & E-Commerce Specialist

Rakuten – *Japan's largest ecommerce platform, official NBA merchandiser.*

Apr 2020 – June 2025

- **Led digital marketing and sales strategies** to expand NBA market share in Japan
- **Managed social media advertising campaigns**, achieving 1.8× growth in online store visits within one year through Instagram, and lowering CPC from ¥22 to ¥18 (≈11p to 9p) through creative ad development and audience segmentation optimization.
- **Generated ¥100M (≈£500K) revenue and achieved 170% YoY growth in 2024** by expanding an in-house brand through stakeholder collaboration, customer analysis, and strategic product planning, utilising integrated digital marketing optimization.
- **Achieved record daily sales of ¥10M (≈£50K)**, reaching 200% of target through leading the store's first NBA designer collaboration.
- **Improved email campaign open and click-through rates** by implementing audience segmentation, A/B testing, and performance tracking within a systematic PDCA cycle and reporting framework.
- **Delivered successful product launches** which included directing team operations, promotional planning, customer issue resolution, and logistics coordination to ensure successful market entry.
- **Established weekly KPI reporting framework for senior management**, analysing performance trends and providing strategic data-driven proposals to optimize business sales.
- **Maintained NBA brand consistency** across all digital content, item production, campaign assets, and website materials, coordinating approval processes with regional headquarters.

Digital Marketing & E-Commerce Specialist

Under Armour Japan (Dome Co. Ltd) – *Exclusive retail partner for Under Armour Japan.*

Apr 2017 — Mar 2020

- **Managed localized digital content and UX/UI for Under Armour Japan** using Salesforce Commerce Cloud, collaborating with APAC and U.S. teams to adapt global assets for the Japanese market in line with SEO and brand guidelines.
 - **Achieved ¥95M (≈£495K) and 159% YoY growth** through campaign planning and stock optimization, exceeding sales targets for the women's category.
-

SKILLS

Languages: Japanese (Native), English (Business level)

Digital: Google Analytics, HTML/CSS, Salesforce Commerce Cloud, SQL, Google BigQuery, Meta Advertising Manager, Microsoft Office (Excel, PowerPoint, Word)

CORE SKILLS

Digital Marketing | Content Localization | CRM & Email Marketing | Campaign Strategy | SEO | Analytics & Reporting | Stakeholder Collaboration | E-commerce Operations

EDUCATION

BA Intercultural Communication, Rikkyo University, 2017