

Anna Tsunoi

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EDUCATION

UNIVERSITY OF BRITISH COLUMBIA (UBC), VANCOUVER CA

BA in Sociology (major) and Psychology (minor), September 2015 – May 2019

EXPERIENCE

MELTWATER JAPAN, Tokyo

Sales Consultant, September 2019 –

- Prospecting decision makers/C-level executives in marketing, PR and communication departments from both B2B/B2C companies and cold calling prospects to book a demo
- Leading demos with the prospects, building value by presenting relevant data using the platform and actively asking about the struggles they currently face. Discuss possible solutions using case studies and industry knowledge.
- Closing cases by offering best-suited solution and negotiating pricing
- Account managing short-term clients: offering technical support to clients, maintaining close relationships through weekly follow-ups and looking for potential upsell opportunities
- Leading weekly internal workshops: sharing product knowledge/client case studies with team

ACHIEVEMENTS

- Managed to be top seller in June 2020 by selling 37.8K in the month (168% of KPI)
- Consistently top achiever in demo numbers and call numbers, making at least 60 calls daily
- Chosen as the “high-potential newbie” in 2020
- Closed over 15 deals/clients in 2020
- Averaging 30% demo-to-offer ratio

ODU JAPAN K.K., Tokyo

Sales and Marketing Assistant, July 2018 – August 2018

- Created marketing materials such as brochures and product catalogues using Adobe InDesign and Illustrator
- Offered on-site support at exhibitions and built rapport with clients
- Assisted daily administrative tasks such as translating documents from English to Japanese, vice versa
- Managed the CRM system on Excel

MATCHA INC. , Tokyo

Marketing Intern/Writer, June 2017 – September 2017

- Published English articles targeted towards travellers visiting Japan
- Managed the company's social media accounts
- Analyzed social media user activity levels to maximize engagement on the social platforms
- Researched competitor activity and industry trends to gain insight on the types of content with the most social engagement, using it as a hint to plan future content

PART-TIME EMPLOYMENT

THE COUNTER ROPPONGI, TOKYO

Restaurant Server, June 2017 – August 2018

K. INTERNATIONAL SCHOOL TOKYO, TOKYO

Summer School Teacher Assistant, July 2016 – August 2016

SMILE CLUB, TOKYO

Teacher Assistant, May 2015 – August 2015

EXTRACURRICULAR ACTIVITIES

UBC JAPAN CAREER NETWORK (JCN) CLUB

Executive Internal Operations Officer, May 2018 – May 2019

- Generated a system within the club using different Excel spreadsheets to allow smooth communication between members

UBC KARATE CLUB

Club Captain, September 2017 – May 2019

- Lead warm-ups and practices weekly
- Coached team members during tournaments

CERTIFICATIONS

- TOEFL iBT score: 99
- International Baccalaureate (IB) Diploma
- 3rd degree black belt in karate

SKILLS

- Bilingual: English, Japanese
- Microsoft Office
- WordPress, InDesign, Illustrator
- B2B sales and account management

AWARDS

- Won a gold, silver and bronze medal at the Australian Open (karate) in 2012
- Won a gold and silver medal at the Karate British Columbia (BC) Open Tournament in 2016
- Won a silver medal at the Karate BC Provincials in 2016