

# CHINATSU KOBAYASHI

小林千夏

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International Liberal Arts student from Waseda University. Passionate about **business marketing strategies** and **social media marketing**. Committed to utilizing my marketing knowledge to further understand the **marketing realm**.

## EDUCATION

### Waseda University, School of International Liberal Studies

BACHELOR OF ARTS (B.A) in International Liberal Studies

*Courses taken:* Introduction to Business, Modern Korean Economic Development, Media History, Spanish I & II

- Dean's List, Fall 2020

September 2020 –

September 2024

Tokyo, Japan

### Nanyang Technological University, School of Social Science

*Courses taken:* Singapore Society in Transition, Introduction to Advertising, Cultrual Intelligence, The Power of Media

Extracurriculars:

- NTU Nanyang Arts Ensemble: Publicity and Publication Sub-committee
- Tennis

August 2022 –

May 2023

Singapore

### Cebu International School

Elementary, Middle School, High School

- International Baccalaureate (IB) graduate

August 2008 –

June 2020

Cebu, Philippines

## EXTRACURRICULARS

### TEDxWasedaU (Marketing Team)

- **Increase brand awareness** by 30% through creating social media content.
- **Produce, translate, edit** newsletter articles in Japanese and English.
- Oversaw and **trained** 3 new members

**Production Team Leader:** Oversaw team of 10 members to plan, produce, and promote the year-end, in-person main event for 100 audiences.

September 2020 –

Present

Tokyo, Japan

## INTERSHIP EXPERIENCE

### Logicool, Gaming & Personal Workspace Marketing Intern

- Organized and conducted **data analysis** on strength and weaknesses of competitor companies, through Twitter posts.
- **Analysed** top rated gaming and office products, in Japan, to present to partnering marketing companies.
- Contributed to marketing meetings regarding gaming **influencers**.

May 2022 –

July 2022

Tokyo, Japan

### Olympic Broadcasting Services, Production and Technical Personnel

- **Interviewed** 5+ Olympic and Paralympic athletes for broadcasting content.
- **Assisted** and **coordinated** 10+ groups of camera positions, from various countries, for broadcasting.

May 2021 –

July 2021

Tokyo, Japan

## SKILLS

- Languages: English (Native), Japanese (Native), Bisaya (Limited working proficiency)
- Soft Skills: Leadership, Creativity, Cross-cultrual Communication, Time Management, Problem Solving
- Software: Microsoft Office, Google Workspace, Canva