

E-Portfolio

Miho Terahata (2350464)

University Canada West

BUSI 654 Section 02

Dr. Davood Wadi

May 11, 2025

Miho Terahata



Digital Creator & MBA Candidate | Multilingual Strategist | Social Media Specialist

About Me

Hi, I'm Miho — an MBA student at University Canada West and a passionate animal lover and content creator. With over five years of freelance social media experience and a TikTok API Partner Team background, I focus on global storytelling and pet-focused branding.

Education

University Canada West

MBA (2023–2025)

Focus: Digital Marketing, Data Analytics

Professional Experience

TikTok Partner Team (API Member) – 2022–Present

- Supported creator engagement in the Asia-Pacific region
- Executed campaigns for SMBs using TikTok API tools

Freelance Content Creator – 2018–Present

- Developed high-engagement campaigns across TikTok, Instagram, YouTube
 - Managed branding, SEO, and analytics for small businesses
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Key Skills

- ☐ Languages: Japanese, English, Chinese, Russian, French
 - ☐ Tools: Tableau, Python (Pandas), Google Analytics
 - ☐ Marketing: SEO/SEM, A/B Testing, Mimic Pro Certified
 - ☐ Platforms: TikTok, Reels, YouTube Shorts
 - ☐ Strategy: Digital Branding, Cross-Cultural Comms
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Projects & Certifications

- **Website:** <https://churuny-and-furriend.my.canva.site/>
 - **Project:** Launching digital downloads for pet-themed planners
 - **Certifications:** Mimic Pro & Mimic Social, Google Analytics 4
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Contact

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- ☐ Email: chorunynmica@gmail.com
- ☐ LinkedIn: [linkedin.com/in/mihoterahata](https://www.linkedin.com/in/mihoterahata)
- ☐ TikTok: [@chibimoko](https://www.tiktok.com/@chibimoko)
- ☐ YouTube: [@chorunynmica](https://www.youtube.com/@chorunynmica)

“Empowering brands through culturally intelligent digital ecosystems.”

Appendix

Reference

Online Portfolio - format. (n.d.). *Online Portfolio - Format*. https://www.format.com//new_online_portfolio?utm_source=bing&utm_medium=cpc&utm_campaign=_a1_format_cpc_a1_photography_us_baseline_exact&utm_content=Search&utm_term=portfolio%20website&msclkid=ee59e83d5f0a1106453a8025ae52b260

Original LLM Outline

GPT (ChatGPT)

Miho Terahata | Digital Strategist & MBA Candidate

About Me

Trilingual MBA candidate blending creative content strategy with data-driven decision-making.

Education

MBA in Digital Transformation

University Canada West | 2023-2025

Focus: Data Visualization, Cross-Cultural Marketing

Professional Highlights

TikTok Partner Team (API Member) | 2022-Present

Scaled API-integrated campaigns for 50+ SMBs

Freelance Content Creator | 2019-Present

Generated 5M+ cumulative views across English/Japanese/Chinese platforms

Key Skills

Technical: Python (Pandas), Tableau, SQL Basics, Adobe Creative Cloud

Languages: Native Japanese, Fluent English, Business Chinese

Marketing: SEO/SEM Strategy, Mimic Pro Certified, A/B Testing

Projects & Certifications

Portfolio: E-commerce ads, webinar websites

Mimic Pro & Mimic Social: Paid social certification (2023)

Google Analytics 4: Advanced attribution modeling

Connect

LinkedIn: /mihoterahata

Email: miho@terahata.digital

TikTok: @chibimoko

Gemini Advanced

Miho Terahata

Aspiring Leader | Strategic Thinker | Digital Innovation Enthusiast

About Me

Driven and results-oriented MBA student with a passion for leveraging digital technologies to

Key Skillsets

Strategic Planning & Analysis, Digital Marketing & E-commerce, Project Management, Financial A

Certifications & Achievements

[Mimic Pro], [Google Analytics], [Stukent Certificates]

Previous Experiences

TikTok Partner Team | 2022-Present

Freelance Content Creator | 2018-Present

Business Goal

To leverage strategic thinking and digital expertise to contribute to digital marketing innova

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Miho Terahata

Digital Innovation Leader | MBA Candidate at University Canada West

Professional Summary

Results-driven MBA candidate with a background in digital content and growth strategy. Proven s

Key Skills

Strategy & Analysis, Digital Marketing, Leadership, Tech Tools, Languages

Professional Experience

Digital Marketing Manager | Tokyo, Japan

Project Manager | Osaka, Japan

MBA Projects

Digital Transformation Strategy, FinTech Investment Analysis

Education & Certifications

MBA | UCW (Expected 2025)

Google Analytics Certified, Agile Scrum Master Certified

Reflection

- **What I kept:** The section layout (bio, education, skills, contact), and tone that reflects a digital strategist.
- **What I changed:** I rewrote the bio and experience in my own voice, added unique projects like the digital planner site, and included my logo and contact info.
- **Why:** To personalize the portfolio and align it with my Choruny & Furriend brand identity.
- **Page Link:** <https://churuny-and-furriend.my.canva.site/>