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NIKO MINAMI

UNDERGRADUATE
– INTERNATIONAL BUSINESS

I am a growth-minded international business student with hands-on experience in café branding and social media marketing. Studying across Taiwan, mainland China, and Indonesia has shaped my adaptability and cultural sensitivity. I am passionate about helping brands connect with diverse markets through digital strategies and creative storytelling, while drawing inspiration from traditional Japanese culture and my family's long-running café.

RESUME

ABOUT ME

LANGUAGE SKILLS

- ✓ JAPANESE: NATIVE
- ✓ ENGLISH: CONVERSATIONAL
- ✓ CHINESE : ADVANCED
(HSK LEVEL 6 – SCORE 170)

OTHER SKILLS

- ✓ Canva
- ✓ Photoshop
- ✓ Basic HTML/CSS/JavaScript
- ✓ Social Media Marketing
(Instagram strategy & analytics)

Managed Instagram
@isu_ishou.jp as team leader
for 6 months
→ Developed content strategy,
created short videos, and
analyzed post engagement

EDUCATIONS

I-SHOU UNIVERSITY (TAIWAN)

Bachelor of
International Business
2021-Expected
Graduation: Jan 2025

EXCHANGE PROGRAM – JIANG NAN UNIVERSITY (MAINLAND CHINA)

Business & economic
2023/9~2024/2

EXCHANGE PROGRAM -ATMA JAYA KATHOLIEK UNIVERSITY (INDONESIA)

Marketing Programs
2025/3~2025/7

WORK EXPERIENCES

PARENTS-OWNED CAFÉ (JAPANESE TRADITIONAL “KISSA”)

– CREATIVE ASSISTANT / MARKETING SUPPORT

- Assisted with developing
seasonal menus ideas
- Managed Instagram
content and studied
engagement strategies
- Inspired by traditional
café culture and modern
branding

WAITSTAFF – KISOJI JAPANESE RESTAURANT 2018 – 2021

- Delivered customer-
focused service in a
traditional setting
- Built long-term trust
through reliable and
polite interaction

OTHER JOBS SUMMARY

Other short-term roles
include convenience store,
telemarketing, and
Japanese language
tutoring.