

## **EDUCATION**

**University of Southern California**, Los Angeles, CA

Graduated December 2015

Bachelor of Arts, *East Asian Languages and Cultures*; Minor: Marketing

Dean's List, Cumulative GPA: 3.831

## **PROFESSIONAL EXPERIENCE**

**UM Worldwide**, Los Angeles, CA

*Senior Associate, Portfolio Management*

June 2018 – Present

*Associate, Portfolio Management*

August 2016 – June 2018

- Develop and plan offline media campaigns for Sony Pictures Entertainment's theatrical titles
- Utilize research tools including Kantar, eTelmar, and MRI to pull quantifiable and qualitative data to generate media insights on target audiences and media behaviors
- Conduct weekly competitive reports on titles from other studios to gain insight on strategy and estimate media spend
- Train Associates and new-hires on fundamentals of media math as well as workflow and processes

**Sony Pictures Entertainment**, Culver City, CA

January 2015 – December 2015

*Digital Media Group Product Intern*

- Created and developed features for asset management application using UX and UI methods and tools
- Updated user manuals for the application using Adobe InDesign and MediaWiki
- Updated release notes to inform users of new application features and bug fixes
- General asset management duties such as metadata tagging, uploading, and cleaning out damaged or unnecessary files

**Global East Asia: Korea Program at Ehwa Womans University**, Seoul, South Korea

June 2014 – July 2014

*Scholar*

- Travelled to and lived in Seoul as part of an intensive four-week study of Korean history, culture, and society
- Examined the significance of Korean popular culture and presented findings on surrounding issues
- Participated in cultural immersion experiences at prominent Korean destinations, including Busan, Jeju, and the DMZ

**Hakone Estate & Gardens/ Hakone Foundation**, Saratoga, CA

June 2013 – August 2013

*Event Manager Assistant, Event Staff*

- Responded to inquiries regarding the use of Hakone Gardens as an event venue
- Supported all aspects of event planning, from coordination of scheduling and timing to execution
- Telephone and general office duties

## **ACTIVITIES & ASSOCIATIONS**

**Northern California Naginata Federation**

October 2011 – March 2017, October 2018 – Present

- Member of local organization regulating the practice of the Japanese martial art, naginata

**Phi Beta Kappa Epsilon**

March 2015 – Present

- Elected to the Epsilon Chapter for excellence in the liberal arts and sciences

## **SKILLS & INTERESTS**

- Languages: Proficient Japanese (JLPT N3 Certified), Elementary Mandarin, Basic Korean
- Applications: Kantar, iSpot, MRI, eTelmar (Crosstabs, Reach & Frequency), Microsoft Office (Word, PowerPoint, Outlook, Excel), Final Cut Pro, Adobe Premiere Pro, Adobe Photoshop, Adobe After Effects, Invision App, Keynote, Adobe InDesign, Adobe Illustrator
- Interests: Asian Cultures, Consumer Behavior, International Travel, Martial Arts, Storytelling, Film, Musical Theater
- Portfolio: <https://www.nickyamamoto.com/>