Nicholas C. Yamamoto
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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

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: Adobe Photoshop, Adobe After Effects, Invision App, Keynote, Adobe InDesign, Adobe Illustrator , Final Cut Pro, Adobe Premiere Pro, Microsoft Office (Word, PowerPoint, Outlook, Excel)
- Interests: Asian Cultures, Consumer Behavior, International Travel, Martial Arts, Storytelling, Film, Musical Theater
- UX Portfolio: https://www.nickyamamoto.com/ux-design