

Hiroshi Tanaka

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PROFESSIONAL SUMMARY

Accomplished Digital Marketing Specialist with 13 years of progressive experience in Marketing. Demonstrated expertise in Digital Marketing, SEO, SEM with a strong track record of driving innovation and delivering measurable business results.

CORE COMPETENCIES

Digital Marketing	SEO	SEM
Google Analytics	Facebook Ads	Content Marketing

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist | Netflix

2018 - Present | Tel Aviv, Israel

- Spearheaded marketing initiatives that delivered 25% improvement in operational efficiency
- Led cross-functional teams of 12 professionals across multiple high-impact projects
- Architected and implemented Digital Marketing solutions resulting in \$324K annual cost savings
- Established best practices and mentored 3 team members, improving overall team productivity by 32%

Digital Marketing Specialist | Target

2014 - 2018

- Developed and maintained seo applications serving 10K+ users
- Collaborated with product and design teams to deliver 5 major feature releases
- Optimized system performance resulting in 31% reduction in response time

EDUCATION

MS in Digital Marketing

Stanford Graduate School of Business | 2009

Bachelor of Science in Digital Marketing

Stanford Graduate School of Business | 2007

CERTIFICATIONS

- Google Analytics Certified