

Akiko Suzuki

akiko.suzuki@email.com | +345-936-7461 | Vancouver, BC, Canada

PROFESSIONAL SUMMARY

Accomplished Marketing Director with 8 years of progressive experience in Marketing. Demonstrated expertise in Brand Management, Creative Strategy, Campaign Management with a strong track record of driving innovation and delivering measurable business results.

CORE COMPETENCIES

Brand Management

Creative Strategy

Campaign Management

Market Research

Analytics

PROFESSIONAL EXPERIENCE

Marketing Director | IBM

2020 - Present | Vancouver, BC, Canada

- Spearheaded marketing initiatives that delivered 38% improvement in operational efficiency
- Led cross-functional teams of 15 professionals across multiple high-impact projects
- Architected and implemented Brand Management solutions resulting in \$490K annual cost savings
- Established best practices and mentored 6 team members, improving overall team productivity by 32%

Marketing Director | Netflix

2018 - 2020

- Developed and maintained creative strategy applications serving 47K+ users
- Collaborated with product and design teams to deliver 15 major feature releases
- Optimized system performance resulting in 49% reduction in response time

EDUCATION

Bachelor of Science in Business Administration

INSEAD | 2012

CERTIFICATIONS

- Google Ads Certified
- Adobe Certified Expert
- HubSpot Content Marketing