

YUKI TANAKA

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EXECUTIVE SUMMARY

Senior marketing leader with 24+ years of experience driving digital transformation and business growth. Proven track record of leading high-performance teams, implementing strategic initiatives, and delivering solutions that generate measurable ROI across global markets.

CORE COMPETENCIES

Strategic Leadership	Team Management	Digital Transformation
Digital Marketing	SEO	Process Optimization
Stakeholder Management	P&L Responsibility	Change Management

PROFESSIONAL EXPERIENCE

Marketing Manager

Consumer Brands Inc | 2000 - Present

- Spearheaded enterprise-wide marketing transformation initiatives impacting 1470+ employees
- Delivered \$3M+ in annual revenue growth through strategic digital marketing implementations
- Built and led global teams of 48 professionals across 7 countries
- Reduced operational costs by 27% while improving service quality and customer satisfaction

EDUCATION & CERTIFICATIONS

MBA | Indian School of Business | 1996

Bachelor of Science in Communications | Indian School of Business | 1994

Professional Certifications:

- Google Ads Certified