

# Riki Fujihara

## Content and Marketing Manager

### Contact

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### Overview

Natural communicator with excellent verbal and written presentation  
Experienced in social media management  
Experienced in WordPress (Using Divi theme)  
Fast, enthusiastic learner  
Highly organised  
Basic understanding of Adobe Suite  
Familiar with Facebook Business Manager

Over 2 years of marketing and content management experience

### Education

VCE, Kew High School  
Cert I/IV in Accounting  
Diploma of Accounting  
Bachelor of Business  
(Marketing)

### Experience

#### *Dukes Gym*

Fitness centre providing facility access, personal training and group fitness services

*May 2019 – August 2021*

Content/Marketing Manager

Key responsibilities:

- Management of all media platforms (planning, coordination and execution of website updates, social media scheduling and print design)
- Coordination of different suppliers, stakeholders, media platforms and staff briefing for campaign projects towards deadlines
- Liaising with suppliers for print creative
- Using Facebook Business Manager
- Reporting for Facebook ads and Adwords campaigns as well as Search Console
- Using Adobe Suite to produce creative for Facebook Ads
- Using Adobe Suite to create graphics for various print material such as window stickers, billboards and A-Frames
- Using Leadpages to create landing pages
- Content Creation (planning, coordination and execution of all photoshoots with various models from different backgrounds)
- Optimising webpage copy to improve SEO rankings
- Email campaigns (using campaign monitor)
- Campaign performance reporting
- Use of Google Workspace

#### Key Achievements:

- Oversight and management of key campaign rollouts, reporting to the director
- Individually delivered a road-side billboard – (photo, graphics and supplier liaison)
- Successfully updated all webpages which improved rankings and click-through rates
- Presented professional development session on sales tonality and body language for sales staff and management leading to improved conversion rates
- Successful integration of IT systems for improved internal staff communication and task management (Asana, Slack and Google Workspace + Filestream)

#### *Train 24/7 Fitness*

Fitness centre providing facility access, personal training and group fitness services

*December 2018 - May 2019*

Membership Consultant

#### Key responsibilities:

- Greeting and closing prospects from a broad range of backgrounds
- Selling gym memberships
- Conflict resolution
- Use of CRM and billing software
- Negotiation of deals
- Maintaining and improving relationships with customer base
- Administration duties

#### Key Achievements:

- Highest performing membership consultant within branch
- Independently sourced customer feedback resulting in key changes to internal processes that improved customer satisfaction

#### *Neighbour's Connect*

Marketing consultant that provides leads to solar suppliers

*January 2018 – December 2018*

Sales Representative

#### Key responsibilities:

- Booking in solar consultations door-to-door
- Instant assessment of best face-to-face communication strategies for each unique prospect
- Building immediate rapport with prospects
- Handling prospect doubts and objections
- Conflict handling
- Providing sales training for other sales representatives

#### Key Achievements:

- Matched the company record for the most consultations booked in first week

## Key skills

Communication  
Facebook Business Manager  
Adobe Suite  
Leadpages  
WordPress  
Social Media Management

## Adobe Suite, Social Media and Facebook Ads

- Copywriting
- Content creation and scheduling
- Basic Adobe Suite skills (Photoshop, Lightroom, Xd, Premier)

## Communication

- Strong sales background
- Very articulate verbal and written communication
- Excellent listener

## Organisation

- Successfully balancing work and full-time study
- Solid understanding of technology
- Use of tools to keep track of deadlines, requirements and scheduling
- Management of active media platforms for multiple businesses
- Good at establishing priorities

## References

[Available upon request.]