

WAKABA AIHARA

Mailing Address - UCSD

Phone Number

LinkedIn URL

Email Address

EDUCATION

- ❖ University of California, San Diego Sep 2022 — Jun 2026
Sociology (B.A.) and Business Psychology (B.S.) GPA: 3.94/4.0 San Diego

EXPERIENCES

- ❖ Publicity Officer, UCSD Japanese Student Association Sep 2022 — Present
San Diego
- Coordinated all posts & activities of 3 social media platforms (Instagram, Facebook, and Discord) with **1,200+** followers, ~5 weekly posts created
 - Created branded content for all social media posts, fliers, and posters to promote a variety of events, resulting in an increase in event participation from **~30 to 80+**
 - Organized email advertisement to target potential members, increasing membership by **18%**
- ❖ Advertisement , UCSD JSA X NSU MATSURI Dec 2022 — Present
San Diego
- Designed a website from scratch on Wix to promote the event, resulting in 1,828 views on the landing page and a total of **\$2.6k** in revenue
 - Managed Instagram, Facebook, and Discord to boost community engagement, leading to an increase of followers from **350 to 2,500+**
 - Organized, launched, and executed a tote bag sale for fundraising efforts, resulting in **600+** donations
- ❖ Summer News Intern, Fuji Television Network Jun 2023 — Sep 2023
Tokyo, Japan
- Researched & translated **150+** projects, ranging from articles to audio files, from English to Japanese

SKILLS

- ❖ Art Direction & Marketing
Graphic design, design thinking, advertising, communications, web design, management
- ❖ Tools + Programming
Figma, Adobe XD, Photoshop, Illustrator, Premiere Pro, InDesign, MS Office Suites, Canva, Google Analytics, HTML, CSS, JavaScript, Java, Python, Bootstrap

CERTIFICATES

- ❖ Google Digital Marketing & E-commerce Professional Certificate Jul 2023 — Sep 2023

LANGUAGES

Japanese Native speaker English Highly proficient

HOBBIES

Exploring coffee shops, thrifting+ vintage markets, visiting art exhibits, and driving!