



Yohey Kawabe

+81-80-3177-0925

yhykwb83@gmail.com

1-3-31 Sakurayama, Zushi, Kanagawa, 249-0005
JAPAN

Profile

I began my career at Dentsu Inc., where I worked as a Producer/Planner/Copywriter for three years before being seconded for two years to the joint venture between Dentsu, Digital Garage, and ADK to help establish Twitter Japan. Upon returning to Dentsu, I transitioned to the role of Copywriter and Planner, earning recognition through advertising awards before departing in 2012. I then spent two years as Executive Officer at a newly launched digital content company under the Shogakukan Group. In 2014, I founded and led my own company, R, specializing in digital content production, managing the business for 10 years before its dissolution in 2023. Since January 2024, I have been with Honda Motor Co., Ltd. as part of the Corporate Planning Division and Creative Solutions Center.

Career

2024 - Present at Honda Motor Co., Ltd.

2024 - Creative Solution Center in Honda Motor Co., Ltd.

2024 - 2024 Honda R&D Design Workshop in ICFF, New York

2024 - 2024 Honda R&D Exhibition "Dream Experiment"

2014 - 2023 at R Inc.

2024 - 2024 NTT DX Partners Content Director

2020 - 2021 Omiya Bibli - Creative Director

2020 - 2022 Asics Japan Owned Media - Content Director

2019 - 2020 Kochi-Prefecture campaign Creative Director

2018 - 2020 Olympic Official SNS Account - Content Director

2016 - 2018 KANEBO (Cosmetic Brand) - Creative Director

2016 - 2017 LUMINE - Creative Director

2015 - 2018 TSS - Creative Director - **Awarded**

2014 - 2018 Instagram Japan - Official Account Editor

Skills

- Branding
- Creative Direction
- Content Planning
- Film Direction
- Art Direction
- Graphic Design
- Editorial Design
- CopyWriting
- Frontend Dev
- Mobile App Dev

Language

- Japanese (Native)
- English (Business)

Career

2012 - 2014 at **Shogakukan Inc.**

2014 - 2017 SUBARU Official Website - Content Director
2013 - 2014 Benesse Corporation - Creative Director 2012 -
2013 Relux - Creative Director

2007 - 2012 at **Dentsu Inc.**

2011 - 2012 BEAMS 35th Anniversary - Producer / Planner / Copy Writer – **Awarded**
2011 - 2012 TOKYU PLAZA OMOTESANDO HARAJUKU - Producer / Communication Planner 2011
- 2012 Suntory Beverage & Food Limited - Web Director (GREEN DAKARA / BOSS Coffee) 2010 -
2011 JINS Corporate Website Renewal - Producer / Content Planner
2010 - 2012 Twitter Japan - PR Planner (On loan to Digital Garage)
2009 - 2010 TOSHIBA CORPORATION - Digital Communication Planner
2009 - 2010 UNIQLO - Web Director (HEAT TECH Global Campaign)- **Awarded** 2008 -
2010 MARS Japan - Web Director (Kalkin / Pedigree / Greenies / Snickers)
2007 - 2009 TOSHIBA CORPORATION - Web Director / Content Planner (White Goods)
2007 - 2010 Mizkan Group - Web Director / Content Planner (AJIPON)

and more

Awards

2018 Top 100 - Good Design Award Japan
2017 Finalist - Blow-Up Art house Film Festival in Chicago, United States
2012 Representative of Tokyo Hub World Economic Forum U-33
2012 Finalist – Spike Asia Festival of Creativity Mobile App Div 2012
Bronze - Yahoo! JAPAN Creative Award Mobile App Div 2010 Silver –
Tokyo Interactive Ad Award Integrated Campaign div

Degrees

2023 - 2023 Certificate of Software Engineering - General Assembly Malaysia (Programming)
2019 – 2022 Doctor of Education – Waseda University Grad School (Withdraw)
2017 - 2019 Master of Education - Yokohama National University Grad School (M.Ed)
2003 - 2007 Bachelor of Education - Tokyo Gakugei University (B.A.)

Scores

TOEIC 850 / 990 (2023)