

TARO GLOBAL

(+81)90-0000-0000

global.taro@gci-inc.co.jp

[linkedin.com/in/username/](#)

Resides: Tokyo, Japan

OBJECTIVES

To secure a challenging marketing position within a leading financial services firm, where I can leverage my extensive background in digital marketing, e-commerce, and project management to drive innovative marketing initiatives that enhance brand visibility, engage target audiences, and drive business growth.

CAREER SUMMARY

- Accomplished digital marketing professional with a proven track record in the technology, financial services, and B2B manufacturing industries.
- Skilled in formulating hypotheses, developing strategies, and executing data-driven campaigns that drive customer acquisition.
- Specialized in SEO and Google Ads, delivering substantial increases in key metrics. Successfully increased monthly website traffic by 50% and boosted conversion rates by 30% through targeted SEO and Google Ads campaigns.
- Ready to leverage expertise to deliver impactful marketing solutions.

QUALIFICATIONS

- 5 years of offline marketing planning and operations.
- Certified Digital Marketing Professional (The Proficiency Test of Marketing Skills, 2023)
- Proficient in Google Analytics, Google Ads, and SEO techniques
- Experienced in developing and executing marketing strategies

PROFESSIONAL EXPERIENCE

ABC Manufacturing Co., Ltd.

Dec 2019 - Present

ABC Manufacturing Co., Ltd. is a leading manufacturer of industrial machinery and equipment for the automotive and aerospace industries. With over 50 years of experience, ABC is known for its commitment to quality, innovation, and customer satisfaction. The company employs over 5,000 skilled professionals globally, dedicated to delivering cutting-edge solutions to clients worldwide.

Senior Manager, Digital Marketing division

- Developed and executed digital marketing strategies to promote ABC's industrial machinery and equipment to B2B clients in the automotive and aerospace industries.
- Led a team of marketing professionals to implement SEO, PPC, and social media advertising campaigns, resulting in a 30% increase in website traffic and a 20% growth in lead generation within the first year.
- Utilized data analytics tools such as Google Analytics and SEMrush to track campaign performance, identify trends, and optimize marketing efforts for maximum ROI.

DEF Financial Services

Oct 2015 - Nov 2019

DEF Financial Services is a leading global financial institution providing a wide range of banking, investment, and wealth management services to clients worldwide.

Digital Marketing Specialist

- Developed and implemented digital marketing strategies to promote DEF Financial Services' investment products and services, resulting in a 25% increase in lead generation.
- Managed pay-per-click (PPC) advertising campaigns on platforms such as Google Ads and social media channels, driving a 30% decrease in cost per acquisition (CPA) and a 40% increase in click-through rate (CTR).
- Conducted A/B testing and performance analysis to optimize campaign performance and return on investment (ROI), resulting in a 20% increase in conversion rate.
- Became the top sales growth rate in the measurement department and was set as a priority region. FY2018 Target 300 million yen /Year-on-year 107%.

XYZ Company

Apr 2007 - Sep 2015

A multinational technology company specializing in software development and IT solutions. With offices in over 20 countries, XYZ Corporation is a leader in cloud computing services and digital transformation solutions for enterprise clients worldwide.

Senior Digital Marketer

- Developed and executed a comprehensive digital marketing campaign to promote XYZ Corporation's flagship cloud computing service.
- Collaborated with cross-functional teams to create engaging content for social media platforms, resulting in a 30% increase in website traffic and a 25% growth in lead generation within six months.
- Implemented email marketing campaigns and conducted webinars to educate prospects, resulting in a 40% increase in product adoption and a 50% boost in sales revenue within the first year.

EDUCATION

University of Global, B.A Marketing.

Apr 2003 - Mar 2007

LANGUAGE

Native Japanese, Business level English, Conversational level Mandarin

REFERENCES

John Doe
Senior Marketing Manager
DEF Financial Services
Email: johndoe@example.com
Phone: +123-456-7890

Jane Smith
Former Supervisor
XYZ Corporation
Email: janesmith@example.com
Phone: +123-456-7890