

YUKA IZUMI

CONTACT

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SUMMARY

Data-driven marketing professional with a strong foundation in IT consulting. Deeply analyzed client challenges and delivered strategic proposals that boosted a grocery store client's gross profit by 3% (\$10,000), helping prevent potential annual loss of \$100,000.

As a social media marketing intern at a Canadian educational organization, involved in planning, creating, and editing Japanese-language content for Instagram and YouTube, driving to boost engagement and enhancing visibility.

Motivated to combine analytical and creative skills to deliver impactful marketing results.

SKILLS

Data Analysis	Microsoft Office	Content Creation	Team Collaboration
Market Research	CapCut	Video Editing	Problem-Solving
Digital Marketing Basics	Adobe photoshop	Proactive	Adaptability
Social Media Management	Canva	Time Management	bilingual (English, Japanese)

PROFESSIONAL EXPERIENCE

Social Media Marketing Intern – Life Journey Japan **Present**

- Created and published scheduled bi-weekly Instagram posts and localized YouTube videos, sharing study abroad tips tailored to Japanese-speaking audiences and enhancing engagement using Canva, CapCut and Meta Business Suite.
- Proposed content ideas for student testimonial videos, contributing to more relatable and engaging social media storytelling.

Sales Consultant – Rakuten (IT Company) **Apr 2022 – Mar 2025**

- Proposed Instagram marketing improvements that increased customer engagement and visibility.
- boosted a grocery store client's gross profit by 3% (\$10,000) through data analysis, customer interviews, and tailored strategy proposals.
- Rebuilt client trust and directly prevented contract termination, avoiding a potential annual loss of \$100,000.
- Supported decision-making by sharing monthly reports and insights with the client's CEO.

EDUCATION

Digital Marketing Diploma **May 2026**

Greystone College - Vancouver, BC

- Studying digital marketing strategies including SEO, social media management, content creation, and analytics.
- Coursework includes hands-on projects and teamwork with international students, enhancing both technical and communication skills in a multicultural setting.

Bachelor's Degree in Language and Culture **Mar 2022**

Osaka University - Japan

- Specialized in Mongolian language with a focus on cultural and linguistic diversity.