

YUKA IZUMI

Digital Marketer

CONTACT

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SUMMARY

Social Media Marketing professional with experience in content creation, analytics, and audience engagement. Increased **Instagram followers by 7.4%** in 5 months and achieved over **15K TikTok views** as a Marketing Intern at a Canadian educational organization. Produced target-focused YouTube videos, strengthening brand credibility and engagement. Previously worked as an Sales Consultant at Rakuten for **3 years**, improving client profit by **3%** and preventing a **\$100,000** annual loss, and eager to leverage creative, analytical, and communication skills to drive impactful marketing results.

SKILLS

Data Analysis	PPCA	Google Analytics	Team Collaboration
Market Research	CapCut	HubSpot	Problem-Solving
Content Creation	Adobe Photoshop	WordPress	Time-Management
Social Media Management	Canva	Mailchimp	Bilingual (English, Japanese)

PROFESSIONAL EXPERIENCE

Social Media Marketing Intern – Life Journey, Vancouver, BC **May 2025 – Oct 2025**

- Set KPIs and implemented daily content variations on Instagram, resulting in a 7.4% increase in followers over 5 months.
- Created TikTok content reaching over 15K views, enhancing brand credibility.
- Applied social media strategies and cross-cultural communication skills to deliver impactful content.

Sales Consultant – Rakuten, Japan **Apr 2022 – Mar 2025**

- Proposed Instagram marketing improvements that increased customer engagement and visibility.
- Analyzed membership data to identify customer churn and declining trends; conducted interviews and competitor research to propose strategies that improved sales.
- 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

Diploma in Digital Marketing **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 focus on cultural and linguistic diversity.