

Mitsuaki Watanabe

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Branding ❖ Product Development ❖ Research & Analysis ❖ Marketing Campaigns

PROFESSIONAL EXPERIENCE

X Corporation

20XX-Present

Marketing Manager

City/State, Country

Managed marketing disciplines for Product X Group and served as lead member of cross-functional new product development teams and co-op marketing committee.

- Achieved annual revenue increase from ¥X million to ¥X million in X market through product repositioning and reengineered strategic marketing campaigns.
- Developed marketing strategies and led team of X marketers, synchronizing with Production Dept., tie-in partners and advertising agencies. Successfully launched nation-wide marketing campaign of newly developed Product X, acquiring market presence and brand recognition.
- Implemented competitive and SWOT analysis, profitability, ROI and market share forecasts, identifying strengths and opportunities.
- Conducted consumer survey and analyzed data to achieve product quality improvement and better customer satisfaction.

X Co., Ltd

20XX-20XX

Marketing Coordinator

City/State, Country

- Directed creation of new company web site and marketing collateral including brochures, flyers, sales presentations and controlled online presence.
- Planned and executed direct mail campaign that resulted in X inquiries and positive responses.
- Led creative team in development of national television advertising campaign.
- Built solid working relationships with X major merchandisers.
- Actively involved with new product development of Product X: positioning, package design, test marketing, product launch, advertising and collateral development.

X Inc.

19XX-20XX

Account Manager (19XX-20XX)

City/State, Country

- Managed wholesale customers and distribution channels within Region X, representing ¥X million in retail sales volume.
- Built product awareness and maximized distribution and profitability for all product categories through building strong customer relations and implementing effective sales and marketing initiatives. Achieved X% sales increase in targeted accounts.

Sales Representative (19XX-19XX)

City/State, Country

- Top sales performer. Received President's Award for annual sales in Area X in excess of ¥X million.

EDUCATION

B.S. Political Science

Mon. 19XX

X University - Thesis: "Dictatorship and Poverty in Africa"