

MITSUAKI WATANABE

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SKILLS

- Marketing Strategies & Campaigns
- Corporate Communications
- Public & Media Relations
- Web & Print Content Development
- Sales Collateral & Support
- Team Leadership

PROFESSIONAL EXPERIENCE

X Corporation **20XX-Present**

Marketing Communications Manager

City/State, Country

- Planned and executed communications strategies. Created design brief and wrote content for marketing materials including website, media advertising, corporate presentations, brochures, annual reports, newsletters and press releases.
- Managed team of X internal staffs and network of X agencies/consultants to launch nationwide advertising campaign “X” in 20XX, generating record sales exceeding over ¥X million.
- Reviewed all internal and external communications. Maintained contacts with sales management teams to ensure understanding of market trends, customer needs, product offerings and strategic direction.
- Developed and organized meetings, workshops, ceremonies and other events for fund-raising, publicity and information purposes. Encouraged involvement of corporate management and employees with community affairs to increase company visibility and credibility.

X Inc.

19XX-20XX

Public Relations Specialist

City/State, Country

- Assisted in developing and implementing Corporate and Product PR initiatives, including advertising, brand programs, product launches and CSR/charity events.
- Maintained all necessary record keeping for tracking, expediting and communicating status of projects.
- Sourced and wrote articles appropriate for both internal and external. Produced press releases and quarterly newsletters.
- Conducted opinion and attitude surveys to identify concerns and interests of customers.

X Co., Ltd

19XX-19XX

Event Coordinator

City/State, Country

- Designed and executed PR events and activities for corporate clients.
- Prepared arrangement plans such as location, menu, floor layout, catering, entertainment and transport. Created advertising collaterals. Coordinated with recruitment agencies for hiring staffs.
- Managed resources to reduce operational costs and ensure full compliance with project budgets.

EDUCATION

BA - Social Studies, University of X, City/State, Country Mon. 19XX
Intensive English Program, X University, City/State, Country Mon. 19XX

ADDITIONAL INFORMATION

Languages: Japanese-Native, English-Intermediate, Spanish-Beginner

PC Skills: Microsoft Word, Excel, PowerPoint, Adobe PhotoShop, HTML

Volunteer Activities: X Shelter (Mon.-Mon. 19XX), Athletic Coach, X Junior High School (19XX)