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Summary

Multilingual Digital Marketing advisor, React.js enthusiast, and Riichi Mahjong Pro living in Japan | Fluent in Japanese, English, and Spanish | Customer Success Manager at Vercel

Born with a passion for languages and cultural exchange, I have transformed my life into a unique blend of experiences that led me to become a professional Riichi mahjong player and ultimately, decide to make Japan my permanent home.

As a Permanent Resident, I am fluent in Japanese, English, and Spanish, and certified as a translator. My language skills have enabled me to work effectively in multicultural environments and communicate seamlessly with clients and colleagues worldwide.

Over the years, I have invested thousands of hours honing my skills in digital marketing, automation, team and project management, front-end development (TypeScript, React), and writing. I am passionate about creating efficient, scalable solutions to help businesses achieve their goals and deliver exceptional customer experiences.

React + Next.js + Vercel is the perfect combination for creating high-performance web applications that have played a significant role in my career journey.

With a strong background in customer success management, web development, front-end engineering, and digital marketing, I have consistently delivered exceptional results for a diverse range of companies. My experience spans from working with Enterprise clients at Vercel to executing digital marketing strategies for ZenGroup's ZenMarket and ZenPlus platforms expanding into over 12 different countries.

My dedication to lifelong learning and personal growth fuels my drive to excel in my career, and I am always open to exploring new opportunities and embracing challenges. While my opinions are my own and do not necessarily represent the views of my employer, I am committed to sharing my knowledge and experiences to benefit others in the industry.

Feel free to connect with me, and let's explore how we can collaborate, learn, and grow together in this ever-evolving digital world.

Experience



Customer Success Manager / Solutions Architect (Japanese)

Vercel

Nov 2021 - Present (1 year 5 months)

Post-sales management in the Enterprise customer lifecycle, including detailed customer onboarding, setting and measuring of success criteria, issue resolution and escalation, identifying and generating expansion opportunities, and management of customer renewal.

- Managing Enterprise accounts over the Japanese time zone

- Delivering a world-class customer experience for accounts
- Continually expanding the usage of Vercel within company accounts
- Identifying and raising expansion opportunities with the Sales team
- Proactively managing customer accounts through lifecycle stages
- Working with the Engineering team to resolve customer issues
- Receiving, prioritizing and delivering upon customer feature requests

Synergy
Marketing

Frontend Engineer

Synergy Marketing, Inc.

May 2021 - Nov 2021 (7 months)

Engineering app structure and components for the front end of large web-based software and single page applications in Japan, based upon detailed design specifications and usage requirements, mainly using React (Next.js) with TypeScript, but also Angular and regular HTML/CSS as well.

- Front end engineering for enterprise web applications
- Maintenance of existing cloud projects
- Improving the existing front end products, interfaces and code
- Execution, planning and maintenance of front end projects for web applications on the Cloud

Some experience with GitLab pipelines (CI/CD) and releases.

ZENMARKET

Web Marketing Director for ZenPlus

ZenGroup株式会社 / ZenGroup Inc.

Jan 2021 - May 2021 (5 months)

Manage regional marketers to plan and oversee the execution of digital marketing activities for the ZenPlus team across all channels including support for online advertising activities, promotional emails, and social media outreach to target audiences.

Manage creation of digital marketing assets (online ads, emails, web pages, graphics, video ads, etc.) for internal and external email lists, blogs, affiliates, paid search, and social media marketing.

Work with cross-functional partners including publishing, sales, research/consumer insights, influencers, production, and others to deliver winning consumer and customer plans via strong digital marketing strategy.

Identify online media outlets, execute media buy, setup target audiences, budgets, and bids.

Running campaigns on Facebook/Instagram, Google, YouTube, Twitter, etc.

Monitor and track progress of digital ad campaigns and make real-time adjustments.
Oversee management of metadata projects (SEO & keyword strategy).

Develop and execute multi-title programmatic digital marketing campaigns while measuring success, trends, and ROI of marketing initiatives.

Participate in sales conference, executive team, and potential external partner presentations.
Proactively, participate in weekly marketing meetings.

Manage fiscal year digital marketing budget for assigned projects.



Marketing Director for ZenMarket

ZenGroup株式会社 / ZenGroup Inc.

Jun 2019 - Jan 2021 (1 year 8 months)

Administrative position. Digital Marketing Strategist.

Digital Marketing & People Management Strategist.

Campaign coordination across a multicultural marketing team.

Resource management, interviewing and hiring.

Project management.

Made use of my full proficiency in three languages (English, Japanese, Spanish) with partial proficiency in three others (FR, IT, ZH).

Worked as a Digital marketing professional for several different target markets (North America, South America, Europe, Japan); traffic and lead acquisition through managing Facebook Ads, Google Ads and email marketing campaigns; content marketing; social media marketing and community management; ad design and copywriting; advanced SEO practices and competitor analysis; Google Analytics and marketing budget management.

- Managing PPC/CPC campaigns and budget (AdWords, Facebook)
- Optimized and set up workflows with IT tools and Zapier
- Community manager, social media manager (Facebook, Twitter, Instagram)
- Influencer marketing (YouTubers, Bloggers, Instagrammers)
- Optimizing content for SEO (blogs, guest blogs, backlinks)
- Planning and tracking marketing campaigns/funnels with Google Analytics
- Translating and localizing website content into English, Japanese and Spanish
- Setting up and managing social media
- Managing campaigns for acquiring new customers (Giveaways, PR, etc)
- Writing exclusive content for official website's blog
- Managing and writing email marketing campaigns (SendGrid)
- Digital design (digital ads, print ads, html emails, banners)
- Copywriting (emails, ads, product descriptions, blogs, social messages)
- Managing data and building reports with G Suite



Marketing Team Lead

ZenGroup株式会社 / ZenGroup Inc.

Jun 2018 - Jun 2019 (1 year 1 month)

Hands-on digital marketing position.

Traffic and lead acquisition through managing Facebook Ads, Google Ads and email marketing campaigns; content marketing; social media marketing and community management; ad design and copywriting; basic SEO practices and competitor analysis; Google Analytics data analysis and report; marketing budget management; SNS (Instagram, YouTube, Twitter) influencer marketing campaigns.

- Managing PPC/CPC campaigns and budget (AdWords, Facebook)

- Community manager, social media manager (Facebook, Twitter, Instagram)
- Influencer marketing (YouTubers, Bloggers, Instagrammers)
- Optimizing content for SEO (blogs, guest blogs, backlinks)
- Planning and tracking marketing campaigns/funnels with Google Analytics
- Managing and writing email marketing campaigns (SendGrid)
- Digital design (digital ads, print ads, html emails, banners)
- Copywriting (emails, ads, product descriptions, blogs, social messages)
- Managing data and building reports.



Customer Service Support Manager

ZenGroup株式会社 / ZenGroup Inc.

Apr 2017 - Jun 2018 (1 year 3 months)

Online customer support and customer service, operator training, conflict resolution, translation and localization of content and manuals.

- Translating and localizing website content into Spanish
- Setting up and managing Spanish language social media
- Managing campaigns for acquiring new customers (Giveaways, PR, etc)
- Writing exclusive content for official website's blog
- Emailing customers and customer support



Japanese Instructor

Centro Universitario de Idiomas (CUI)

Aug 2015 - Aug 2016 (1 year 1 month)

Part-time Japanese teacher for one of the biggest language learning academic institutions in Argentina.

Education



Universidad del Museo Social Argentino

Literary and Specialized Translator, English

2012 - 2015

English, Spanish and French translation.



Centro Universitario de Idiomas (CUI)

Certificate in Japanese and Chinese language, Japanese Studies

2009 - 2011

Japanese and Chinese language studies.

Licenses & Certifications



Japanese Language Proficiency Test N2 - The Japan Foundation



Google Ads Fundamentals - Google

 **Google Ads Search Certification** - Google


 **Google Analytics Individual Qualification** - Google


Issued Jun 2018 - Expires Jun 2019
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 **Content Marketing: Social Media** - LinkedIn


 **SEO & Advertising Kit** - Semrush


 **Professional Japanese Mahjong Player Certification** - 日本プロ麻雀協会

 **Code Foundations Career Path** - Codecademy
5b55e668646caa552f8e4d1d


 **Build a Website with HTML, CSS, and Github Pages Skill Path** - Codecademy
5cadfefe5f1de806e9704577

 **Learn JavaScript Course** - Codecademy
705dcb15de0da4dd9d9fc4f3274b430e

 **Learn Git Course** - Codecademy
a8ab218d5950c29861635cc0bf12fd13

 **Learn the Command Line Course** - Codecademy
c87ba0541f8be78bc2f4ba1128233f6f

 **Building Interactive JavaScript Websites Course** - Codecademy
36ae898a1d1c8524815305b2d1d2ebab

 **Learn HTML Course** - Codecademy
9eb0741e5ebef1f9f58a53bfac67d3a7

 **Learn CSS Course** - Codecademy
9a5bb1fc45b4281af1ffec93b0aaf05

 **Learn Responsive Design Course** - Codecademy
3a62023b0054dc793edc0adecd715fd7

 **Learn Color Design Course** - Codecademy

0a6884fad1dbf4afe5df084d2ec1e7c3



Learn Navigation Design Course - Codecademy

91cf4a1767724a02a20b1eba7eca74ea



Learn the Basics of Regular Expressions Course - Codecademy

9da8e26980d5139405439ee7578b8b69



Learn Bootstrap Course - Codecademy

0595479d03627a8cb816b069000e4d06



The Complete Web Developer in 2021: Zero to Mastery - Udemy

UC-db074b80-67d6-4b9c-a1a5-8d1bb6ec9df4



Productivity and Time Management for the Overwhelmed online course - Udemy

UC-ae9c91d9-2ce1-4d80-8228-0d1a2c8bcc81



The Complete 2020 Web Development Bootcamp - Udemy

UC-de97d11f-5045-45a1-a178-59c9c8b30332



DESIGN RULES: Principles + Practices for Great UI Design - Udemy

UC-d0e6b9c4-12ad-4d02-87fc-3f1a36a9e66d



Complete Web Design: from Figma to Webflow to Freelancing - Udemy

UC-3709c8ad-59b4-47c6-a1b1-1879ba2c31a3



The Creative Javascript Course - Teachable

cert_7qr26fss



The Creative HTML5 & CSS3 Course - Teachable

cert_trtztzz



Google Analytics Individual Qualification - Google

Issued Jun 2018 - Expires Jun 2019

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AdWords Search Certification - Google Partner Group

Issued Dec 2017 - Expires Dec 2018



Technical Support Fundamentals - Coursera

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Skills

JavaScript • React.js • Cascading Style Sheets (CSS) • Marketing Management • Search Engine Optimization (SEO) • Search Engine Marketing (SEM) • Pay Per Click (PPC) • Online Marketing • Web Analytics • Advertising