

TOMOYUKI UCHIHASHI

DIGITAL MARKETING SPECIALIST

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PROFILE SUMMARY

Results-driven digital marketing professional with strong analytical skills and a proven track record of success. Managed paid media campaigns at a digital ad agency in Japan for over 2 years. Achieved a 300% increase in conversions and an 80% decrease in CPA for a D2C functional food client with over CAD 300,000 in annual ad spend. Passionate about helping brands attract customers and grow sustainably through social media marketing and content strategy. Currently pursuing a social media marketing diploma in Canada to further enhance practical skills.

PROFESSIONAL EXPERIENCE

Paid Media Specialist | STORY Inc. | Osaka, Japan**May 2022 - Aug 2024**

- Designed ad strategies based on client goals, target personas, and customer journeys
- Planned and managed multi-platform campaigns (Google, Yahoo, Meta, Microsoft, etc.)
- Analyzed user behavior with Google Analytics and Microsoft Clarity to drive data-informed improvements
- Optimized Creative messaging through A/B testing and identified LP drop-off bottlenecks using heatmaps.

Proposed LPO / EFO strategies, leading to improved campaign performance.

KEY SKILLS

Agile Learning	Analytical Reflection	Empathetic Communication
Paid Ads Management	Social Media Marketing	Creative Strategy
LPO / EFO	Data Analysis	Tag & Pixel Management
Microsoft Office	Adobe Photoshop	Bilingual (Japanese & English)

CERTIFICATIONS

Google Ads Search certification	2024
Google Ads Display certification	2024
Japan Deep Learning Association (JDLA) Deep Learning for GENERAL	2023

EDUCATION

Diploma in Digital Marketing : Social Media Professional**In Progress**

Greystone College

- Studied digital marketing with a focus on social media marketing, including advertising, CRM, branding, analytics, and content strategy. Built expertise across major social platforms and earned industry-recognized certifications from Google, HubSpot, and Semrush. Gained hands-on experience through a co-op work placement in Canada.

Bachelor of Electrical Engineering and Bioscience**2011**

Waseda University

- Studied Statistics at Waseda University, developing strong statistical thinking to support data-driven marketing initiatives.