

# YUKA FUKUDA

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## PROFILE

- Results-oriented digital marketing professional with **12 years of experience** in E-commerce, digital advertising planning and customer relationship management.
- Proven track record of building brand-customer relationships, driving customer loyalty, and enhancing engagement.
- Skilled in developing and implementing customer experience strategies and effective messaging plans.

## SKILLS

- Salesforce Marketing Cloud & other CRM
- Digital Ads: PPC, SEM, Display Ads, & Affiliate Marketing
- E-commerce Management
- Social Media Management
- SEO, Website Optimization & Email Marketing
- Google Analytics

## EXPERIENCE

### **CRM planner | Shiseido Interactive Beauty Co.,Ltd.** (Tokyo, Japan)

Jul 2021 – Dec 2023

- Led initiatives to cultivate brand-customer relationships, resulting in **increased customer loyalty and engagement by 25% in 2 years**
- Devised customer experience strategies and created customer journeys to optimize brand interactions
- **implemented customer messaging plans** to leverage Salesforce, resulting in improved communication and customer satisfaction
- Received the "**Best Team of the Year**" Award in 2022 for outstanding contributions

### **E-commerce Manager | SOLIA Co.,Ltd.** (Tokyo, Japan)

Jul 2018 – Jun 2021

- Managed online business operations, including developing and executing business models and strategies, and delivering performance reports
- From annual EC sales of 600 million yen with 2 inexperienced team members, we **achieved annual EC sales of 1.4 billion yen with 11 team members in 3 years**
- Directly oversaw digital marketing channels, including digital advertising, SEO, email marketing, and social media, driving brand visibility and customer engagement
- **Served as a lecturer** of Rakuten NATIONS sponsored by Rakuten Ichiba for 6 months, **coaching online retail strategies and operations to shop managers**

### **E-commerce Chief | ARTNATURE Inc.** (Tokyo, Japan)

May 2015 – Jun 2018

- Led promotional campaigns and provided support for new product launches, contributing to increased online sales revenue
- **Co-produced offline advertisements** (TV commercials, newspapers) in collaboration with the advertising department. I led planning coordination between mass media and EC sites, and analysis after advertisements were placed.
- **Served as the project leader for mobile optimization**, website renewal, and EC system transition from 2016 to 2018, driving improvements in user experience and platform functionality

## **E-commerce Associate | Shinnihonseiyaku Co., Ltd. (Fukuoka, Japan)**

May 2012 – Apr 2015

- Proposed sales plans, including discounted offers and bulk packages, to stimulate sales and meet customer needs
- Started managing social media, and within 1 year I had 1,300 followers on X(Twitter) and **240,000 fans on Facebook**
- Reopened a closed retail online store and achieved monthly sales of about 10 million yen in 3 months. It has **grown into a sales channel that generates an average of 15 million sales per month**
- Recognized with the "**Half-year Employee Award**" in 2014
- Presented at the DMP seminar sponsored by Spicebox Inc., a digital agency, in 2015

## **EDUCATION**

### **Cornerstone International Community College of Canada | Advanced Digital Marketing Specialist Diploma**

Apr 2024 – Present

### **Fukuoka University | Bachelor of Economics**

Apr 2007 – Mar 2011

## **CERTIFICATION**

- Google Analytics Certification
- Salesforce Marketing Cloud Administrator
- Mental Health Counsellor (JADP)