

Saki Ikeda

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OBJECTIVE

A position with responsibility in project management.

PROFESSIONAL EXPERIENCE

Promotion Coordinator, Promotion Department—April 2000-Present
Dento Advertising Company, Tokyo

- Planning and arranging promotional events, one of them utilizing the stand-up drinking boom, which won the Japan SP Organization's Best Promotion Award.
- Organizing and implementing various sales promotion campaigns for clients.
- Periodically conducting consumer trend surveys.
- Established an efficient working system and increased annual productivity by 15%.
- Being aware at all times of client activities, project progress, and work balance among staff members.

Assistant Market Analyst, Sales Promotion Department—April 1993-March 2000
Joinus Co., Ltd., Yokohama

- Instituted market surveys including preparation and reporting.
 - Invented survey tools via the Internet.
 - Analyzed statistics and forecast sales.
 - Collected information on clients' competitors.
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EDUCATION

B.A. in Business Administration (Concentration in Marketing) 1993
Ueno University

REFERENCES

References and letters of recommendation are available upon request.