

CHIE TOFUKU

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PROFILE SUMMARY

Results-driven **Digital Marketing** and **Project Management** professional with 6+ years of experience in the tech industry. Expert in crafting data-driven marketing strategies for measurable outcomes. Proven ability to **optimize conversions**, achieving an 8% increase in website conversion rates through **A/B testing**, surpassing KPI targets of 2%. 1+ year of **B2B sales** experience, excelling in cultivating strong client relationships, closing deals, and fostering loyalty to drive sustainable business growth.

SKILLS

Conversion Rate Optimization | Digital Marketing | Cross-Cultural | Project Management
Process Improvement | A/B testing | B2B Sales | Content Writing | Figma | Tableau

WORK EXPERIENCE

Wix.com Ltd

Project Manager - International markets

Jan 2023 - Aug 2024

- Leading Conversion Rate Optimization projects across APAC and EMEA, focused on conducting A/B tests on the company homepage to enhance brand visibility and drive conversions through seamless cross-team collaboration.
- Drove growth by proactively identifying optimization opportunities through data analysis.
- Exceeded A/B testing KPI targets by achieving an 8% increase in conversion rates (KPI: 2% increase).
- Executed a total of 15 A/B tests, with 13 tests resulting in a transition to new variants throughout 2023/2024.

Product marketing manager - International markets

Aug 2021 - Dec 2022

- Spearheaded the development of localized marketing strategies, adapting successful US market campaigns for APAC and EMEA markets.
- Optimized the user journey through email marketing and CMS, enhancing communication and driving increased our product engagement.
- Launched an email campaign aimed providing resources and tips to the users. The campaign achieved a 28.5% open rate and a 10.5% click-through rate, representing increases of 35.7% and 40% above the benchmarks of 21% and 7.5%, respectively.

Social Media Manager - Japanese market

Mar 2018 - Aug 2021

- Led the localization of US social media campaigns for the previously untapped Japanese market, advocating within internal teams to ensure cultural alignment and resonance.
- Crafted original content, including paid advertising and tailored campaigns, to drive follower growth and foster robust user engagement on X (Twitter) and Facebook, while maintaining alignment with company branding.
- Orchestrated a comprehensive influencer marketing strategy, forging partnerships with 9 mid-tier influencers to amplify brand presence across social media channels.

Oakwood Asia Pacific Ltd

Sales Executive

Jan 2016 - Mar 2017

- Showcased expertise in fostering strong rapport with corporate clients, ensuring their satisfaction and success through strategic relationship management, tailored solutions, proven B2B communication and negotiation skills. Resulting in increased new business opportunities and heightened client satisfaction.

Customer Service Representative

Feb 2013 - Dec 2015

- Proactively managed incoming enquiries from potential clients, providing exceptional assistance to the sales team and effectively resolving customer issues through efficient customer service and administrative tasks.

EDUCATION

Japan College of Foreign Language (Diploma)
Apr 2004 - Mar 2006

CERTIFICATIONS

Agile Project Management 2023
online course - coursera