

ZACHARY AARON KATAGIRI

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SUMMARY

Departmental director and strategic planner with over seven years of experience conceptualizing projects from beginning-to-end utilizing data-driven, quantitative assessment tools to drive goal-oriented initiatives and maximize efficiency. Excellent communicator, comfortable leading interdepartmental teams. Proficient problem solver with a strong technology background and a proven ability to succeed using a diverse skill-set in fast-paced environments while juggling many priorities.

EXPERIENCE

- 2015 – Current **CMNTY Corporation:** *Client Relations & Digital Marketing Director* New York, NY
- Manage US client relations through email, phone, and in-person as needed
 - Setup, maintain, monitor, and analyze AdWords conversions and Analytics customer behavior
 - Manage US marketing budget and track ROI and KPIs for digital and social media campaigns
- 2010 – 2014 **New Hope Fertility:** *Director of Marketing & Web Development* New York, NY
- Gain top organic Google rank through search engine optimization in a highly competitive market
 - Drive marketing decisions through quantitative analysis, manage patient data, and maximize administrative efficiency
 - Hands on front-end design and back-end development for 10 company websites
 - Manage user-adoption and training to quickly realize benefits of newly developed, customized web-applications
 - Strengthen company brand by leading digital production team to create streamlined graphics, audio and video
- 2008 – 2010 **Resource Systems Group, Inc:** *Project Manager & Graphic Designer* New York, NY
- Primary NY point person for multi-million dollar MTA market research project
 - Managed a staff of over 100
 - Designed online surveys and printed collateral for municipal development projects
- 2005 – 2007 **Teach for America:** *Classroom Teacher & Data Analyst* New York, NY
- Helped students achieve 1.5 years growth in both math and literacy through rigorous curriculum development
 - Worked in NY office to build formulas in Excel to analyze incoming TFA corps to evaluate/improve training program

OTHER PROJECTS

- 2013 – present **Lexpop.org:** *Board of Directors & Chief Technology Officer* New York, NY
- Set qualitative goals with quantifiable benchmarks and advised on coding techniques, libraries, and plugins
 - Guide collaborative workflow through implementation and training of version control system
- 2013 – present **New York Vintners:** *Digital Media and Marketing Consultant* New York, NY
- Expand online presence by building and integrating Facebook, Twitter, and YouTube pages
 - Create event teasers and winemaker interview videos to generate buzz and excitement
 - Send weekly eBlasts to engage our customer base, promote events, and advertise special deals and new releases
- 2008 – present **PeachyHost:** *Co-Founder* New York, NY
- Co-managed the start-up and incorporation of a boutique web-hosting company
 - Created business plan with competitive analysis, budget forecast, and growth scenarios
 - Work directly with clients to make sure that their web-hosting needs are being met

EDUCATION

- 2008 – 2010 **NEW YORK UNIVERSITY**, New York, NY MM in Music Technology, Overall GPA, 3.90
- 2001 – 2005 **STANFORD UNIVERSITY**, Stanford, CA BA in Psychology w/honors, Minor in East Asian Studies, Overall GPA, 3.67
- National Deans List
 - Elected class officer freshman year and class president sophomore year
 - Honors Thesis: "Size Matters: Effects of Sub-Normative Feedback and Masculine Identity Assertion" [in publication]
- 2003 – 2004 **STANFORD UNIVERSITY KYOTO CENTER FOR JAPANESE STUDIES**, Kyoto, Japan
- Studied Japanese language and culture in a full immersion program
 - Taught English to Japanese elementary and university students

PROGRAMMING SKILLS, APPLICATION KNOWLEDGE, FOREIGN LANGUAGES

- HTML5/CSS3, JavaScript, jQuery, Ajax, PHP, MySQL, SQL
- Wordpress, BitBucket/GitHub, MailChimp, HubSpot
- Photoshop, InDesign, Illustrator, Dreamweaver, Flash, Microsoft Office Suite, ProTools, Final Cut Pro, DVD Studio Pro
- Intermediate Proficiency in Japanese