

# ZACHARY AARON KATAGIRI

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## SUMMARY

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Multi-faceted and energetic project manager with excellent verbal and written abilities, strong analytic skills with a data-driven mindset, and a deep technical background in design, development, and multimedia production and post. Hardworking and humble team player, ready to help however possible.

## EXPERIENCE

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- 2017 – Current **Columbia Business School: Senior Associate Director, Alumni Marketing and Communications** New York, NY
- Manages discovery, selection, and rollout for large-scale alumni community platform, Hivebrite.
  - Optimizes alumni engagement by creating compelling and consistent websites, communications, and collateral.
  - Collaborates cross-departmentally to strengthen brand identity, offer technical expertise, and establish best practices.
  - Designs, develops, and manages digital and print collateral for high profile domestic and international events.
  - Oversees marketing coordinator and student worker systems to ensure high quality front-line alumni experiences.
- 2015 – 2017 **CMNTY Corporation: Business Director, USA** New York, NY
- Restructured business model and customer journey to increase new client acquisition by 900%.
  - Managed development roadmap by synthesizing feedback from design, development, support, and sales teams.
  - Drove marketing decisions through rigorous quantitative analysis of digital marketing campaigns.
- 2010 – 2014 **New Hope Fertility: Director of Marketing & Web Development** New York, NY
- Gained top organic Google rank through search engine optimization using Google Analytics and A/B ad testing.
  - Front-end design and back-end development for 10 company websites (3 WordPress, 7 custom development).
  - Managed user-adoption and training through customized web-application development.
  - Strengthened company brand by creating streamlined graphics, audio, and video.
- 2008 – 2010 **Resource Systems Group, Inc: Project Manager & Graphic Designer** New York, NY
- Managed a staff of over 100 for multi-million dollar MTA market research project.
  - Designed online surveys and print material 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

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- 2015 – 2019 **Hanabusa IVF: Consultant** New York, NY
- Create donor database front-end for browsing egg donors and back-end for company donor management.
- 2013 – 2016 **New York Vintners: Digital Media and Marketing Consultant** New York, NY
- Drove retail sales and filled events by creating weekly eBlasts and event teasers / winemaker interview videos.
- 2008 – 2015 **PeachyHost: Co-Founder** New York, NY
- Created business plan, built customer base, and ultimately sold company.

## EDUCATION

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- 2008 – 2010 **NEW YORK UNIVERSITY**, New York, NY MM in Music Technology, Overall GPA, 3.90
- Honors Thesis: "Sone City: Loudness Levels in New York City"
  - Studied acoustics, music for film, digital audio processing, and music history.
- 2001 – 2005 **STANFORD UNIVERSITY**, Stanford, CA BA in Psychology w/honors, Minor in East Asian Studies, Overall GPA, 3.67
- Stanford Organizing Committee for the Arts (SOCA) Chair
  - Elected class officer freshman year and class president sophomore year
  - Year abroad in Kyoto, Japan at the Stanford University Kyoto Center for Japanese Studies
  - Honors Thesis: "Size Matters: Effects of Sub-Normative Feedback and Masculine Identity Assertion" [Published]

## PROGRAMMING SKILLS, APPLICATION KNOWLEDGE, FOREIGN LANGUAGES

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- HTML5/CSS3, JavaScript, jQuery, Ajax, PHP, MySQL, SQL, Node, Python
- Wordpress, Drupal, Netlify/Eleventy, GitHub, MailChimp, Campaign Monitor, iContact, ZenDesk, Base CRM, HighRise, Basecamp, Full Story, Intercom.io, HootSuite, HubSpot, Salesforce
- Adobe Creative Suite, Microsoft Office Suite, ProTools, Final Cut Pro
- Intermediate proficiency in Japanese