

ZACHARY AARON KATAGIRI

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SUMMARY

Data-driven with a passion for process and a focus on results. Strong technical background in web, design, audio and video. Natural relationship manager, clear communicator, organized multi-tasker, and always ready to roll up my sleeves to get the job done.

EXPERIENCE

- 2017 – Current **Columbia University:** *Senior Associate Director, Alumni Relations* New York, NY
- Design roadmap, create graphics, and maintain content for three Drupal-based websites.
 - Work across teams and departments to increase alumni engagement and annual support to the school.
 - Design alumni-facing print collateral and merchandise for local and international events,
- 2015 – 2017 **CMNTY Corporation:** *Business Director, USA* New York, NY
- Restructure business model and customer journey to increase new client acquisition by 900%.
 - Influence roadmap by synthesizing feedback from design, development, support, and marketing teams.
 - Drive marketing decisions through rigorous quantitative analysis of digital marketing campaigns.
 - Use storytelling to rebrand and distinguish CMNTY Platform from other industry software.
- 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

- 2015 – present **Hanabusa IVF:** *Consultant* New York, NY
- Create custom PHP donor database (front-end for browsing donors and back-end for donor management).
 - Collaborate with social media manager to execute plans and maintain two Wordpress websites.
- 2013 – 2015 **New York Vintners:** *Digital Media and Marketing Consultant* New York, NY
- Created event teasers and winemaker interview videos to generate buzz and excitement.
 - Created weekly eBlasts to engage customer base, promote events, and advertise special deals.
- 2008 – 2015 **PeachyHost:** *Co-Founder* New York, NY
- Created business plan with competitive analysis, budget forecast, and growth scenarios.
 - Worked directly with clients to make sure that their web-hosting needs were met.

EDUCATION

- 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

- HTML5/CSS3, JavaScript, jQuery, Ajax, PHP, MySQL, SQL
- Wordpress, Drupal, MailChimp, Campaign Monitor, iContact, ZenDesk, Base CRM, HighRise, Basecamp, Full Story, Intercom.io, HootSuite
- Photoshop, InDesign, Illustrator, Dreamweaver, Premier, After Effects, Microsoft Office Suite, ProTools, Final Cut Pro
- Intermediate Proficiency in Japanese