**Taro Nihon**

Address: 1-1-1-101, Shibuya, Shibuya-ku, Tokyo 150-0002, Japan

Mobile: +81-(0)90-1234-5678

Email: taro.nihon@xxxx.com

## OBJECTIVE

To obtain to a marketing manager position within fast-moving-consumer-goods (FMCG) industry

## EDUCATION

**Keio Business School**, Tokyo, Japan 　　　 2007 Apr - 2009 Mar

MBA, specialization in Branding Strategy

**Osaka University**, Osaka, Japan 1999 Apr - 2003 Mar

BA in Economics

## WORK EXPERIENCE

**Tokyo Foods Inc.** 2009 Apr - Present

#### Regional Sales and Marketing Manager (2009 Apr - Present)

* Building quarterly marketing plans to sell canned and frozen items, reporting to the Brand Manager with responsibility for budget and personnel management of 120 staffs within eight stores
* Controlling management accounts with attention to essential criteria for net profit, including sales, wages, write-off, cash control and store expenditure, raising net profits by 23%
* Responsible for achieving budgetary and sales targets through motivating and developing teams, consistently surpassing Key Performance Indicators
* Organizing a turn-around project to rebuild product line-ups, launching 15 new products every year, improving its market share by 4.6%
* Maximising every sales opportunity by promoting the highest standards of customer care and recognising potential development and training opportunities
* Supporting store leaderships to help create their own productive teams and be effective team leaders, making one of the store managers receive the award of “Most Valuable Manager”
* Communicating daily with its customer support centre function to acquire the customers’ needs and assess the customer satisfaction, shortening the product development cycle
* Establishing a weekly reporting cycle that enables us to check the accomplishment on sales targets and Key Performance Indicator of all stores under my management, leading to increase in the number of customers by 8%
* Accelerating the information exchange between Store Managers and Local Marketing Staff to enhance appropriate pricing and promotion on the basis of local business environments

**Osaka Seika Co., Ltd.** 2003 Apr - 2006 Mar

**Store Developing Leader (2005 Oct - 2006 Mar)**

* Collected and analysed monthly reports on service quality and customer satisfaction from eight stores, reporting to the Area Manager, who was primarily responsible for 85 stores
* Maintained its Service Quality Standards for the store service management, improving the index of customer satisfaction by 5 points
* Developed an online training program to be used in all stores under my management area, in line with updated the Service Quality Standards and its competitive strategy
* Set and managed stores’ monthly incentive program and cost justification, reducing the amount of inventories by 23%

## WORK EXPERIENCE continued

* Organized a cross-store committee to share their knowledge on service management, resulting in standardizing the service performance
* Created and introduced in-store customer awareness and feedback forms to improve our operations, which brought about five new *Kaizen* initiatives

**Project Member of Supply Chain Reform (2005 Apr - 2005 Sep)**

* Integrated several independent information systems to make one streamlined data flow, decreasing the purchasing cycle and improving its inventory turnover rate
* Researched on the entire supply chain from producing law material at suppliers to selling at retail stores for the purpose of listing up business risks and opportunities to reduce costs
* Designed effective communication procedures between its stores and headquarter to ensure the smooth running of all operations
* Investigated and understood seasonal demand issues by sales data, optimizing procurement and inventory management of seasonal products

**Area Sales Representative (2003 Apr - 2005 Mar)**

* Managed nine retail stores of confection products as a Store Advisor, reaching the sales target with the average performance of 112%
* Encouraged the highest possible standards of customer service from the managed stores and maintained the smooth day-to-day operation
* Maintained good relations with all store staffs through effective communication, leadership, discipline and motivation
* Achieved the successful training of 6 new employees as Store Advisors

## ADDITOINAL INFORMATION

|  |  |
| --- | --- |
| **Languages:** | Japanese (native); English (fluent); Chinese (basic) |
| **Certifications:** | Driver License |
| **Computer Skills:** | MS Office including advanced Excel and Access skills |
| **Volunteers:** | Soccer Training Coach for elementary school students  Restoration Volunteer Activity to support victims of 2011 Tohoku Earthquake and Tsunami |
| **Hobbies:** | Traveled in 15 countries, mostly in Asia.  Reading books regarding business, social sciences and technologies. |
|  |  |