

# Minami Kato

## Digital Marketing Professional

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### Summary

I am a dedicated Digital Marketing Post-Baccalaureate Diploma student at Douglas College, with expertise in Social Media Marketing, Video Editing (Adobe, CapCut), Email Marketing, Document Design and Digital Analytics (Social Media Analytics) who delivers the best results from well-thought content. Currently, I work for Douglas College as a Digital Marketing Assistant. I increase key KPIs, such as engagement rate and reach, by conducting effective digital media strategies and utilizing content creation skills, including video editing.

### Key Skills

Social Media Marketing  
Adobe Premiere Pro  
Event Marketing  
Digital Marketing Strategy  
Detail Oriented

Canva  
Email Marketing (MailChimp, Klaviyo)  
Social Media Analytics  
Social Media Monitoring  
Time Management/Multitasking

WordPress  
Content Creation  
Video/Photograph  
Goal-Driven  
Communication

### Education

#### Digital Marketing Post Bachelorette Diploma

Douglas College, New Westminster, BC

Expected Completion: Aug. 2025

#### Relevant Courses:

Promotional Strategy (A-); Document Design (A-); Project Management (A); Buyer Behaviour (A); Non-Profit Marketing (A+); Data Analytics (A); Digital Promotions and Social Media (A), Visual Communication (A)

- Developed a social media promotional strategy for actual clients. Devised a set of tactics, KPIs, and mockups, earning me a 138 out of 140 in my school project.

#### Bachelor of Arts in German Studies

Rikkyo University, Tokyo, Japan

Completion Date: Mar. 2019

### Relevant experience

#### Relevant experience

#### Digital Marketing Assistant

Douglas College

May 2024 – Present

- Managed social media accounts including Instagram, Facebook and LinkedIn, increased engagement rate by 45.8% and total interactions by 70.3%. Increased followers by 6.9%.
- Conducted 10 video testimonial interviews to highlight students' stories with communication skills and preparation and edited over 20 videos with proficiency in Adobe Premiere Pro.
- Designed and created over 100 pieces of content, including social media posts, videos, posters, brochures, and booklets.

## **Digital Marketing Intern**

Sleep or Die

May 2025 – Present

- Created video content for Amazon product pages, Meta ads, and website product pages to support brand storytelling and increase conversions.
- Managed customer communications independently, delivering accurate and timely information to enhance customer experience.
- Executed email marketing campaigns using Klaviyo, consistently achieving 50%+ open rates (peak: 64%) and conversion rates up to 6% - well above industry benchmarks.
- Designed visual assets in Adobe Illustrator, including website content and influencer packages (e.g., branded presentation folders)

## **Digital Marketing Manager**

Canmore Adventures

September 2023 – September 2024

- Conducted keyword research for 20+ blog posts at Canmore Adventure to optimize SEO performance through strategic keyword selection.
- Fact-checked and edited 20+ website content to ensure accuracy, consistency, and effective keyword integration.
- Sourced content and imagery from internal and external sources to ensure a cohesive, professional look across all web materials.
- Maintained an organized content folder system to improve workflow efficiency and team access to assets.

## **Digital Marketing Manager**

Kristian Domingo Foundation

September 2023 – September 2024

- Develop and implement digital marketing strategies Increased average engagement rate by 4.2% and boosted online donations
- Maintain a content calendar to ensure consistent posting for Instagram, Facebook, and LinkedIn.
- Improve content deliveries with analytical insights using Meta Analytics and drive improvements in key marketing KPIs.