

MASASHI FUKADA

STATEMENT

I bring a blend of research, creative, and strategy skills that allows me to both uncover insights and communicate them effectively. Having just graduated from a research-focused Master's student with professional experience in design, I bring a multi-faceted approach to the world of brand strategy and market research.

EDUCATION

August 2022 - May 2024	M.S. IN ADVERTISING University of Illinois at Urbana-Champaign • GPA: 4.0/4.0 • Anticipated Graduation: May 2024
August 2016 - December 2019	B.A. IN MEDIA (ADVERTISING) Indiana University-Bloomington • GPA: 3.8/4.0 (<i>magna cum laude</i>) • Minor in German Language

EXPERIENCE

August 2023 - May 2024	GRADUATE TEACHING ASSISTANT (PREVIOUSLY: GRADUATE GRADING ASSISTANT, AUG '22 - MAY '23) <i>University of Illinois (Charles H. Sandage Department of Advertising)</i> • Effectively facilitated weekly discussions for 60 to 70 undergraduate students by developing lesson plans and building relationships with students. • Graded and gave feedback on assignments, papers, and projects for 120+ students across 2 semesters. • Maintained timely communication with 5-10+ students weekly via email weekly regarding class, grades, attendance. • Recognized as a "Teacher Ranked as Excellent by Students" for Fall '23 by the University of Illinois.
May 2023 - October 2023	MARKET RESEARCH INTERN <i>Precision Research Inc.</i> • Conducted research on 5 different product categories (bacon, hot dogs, nuggets, tenders, burgers) in the plant-based meat market for a client seeking insights to help develop their own plant-based products. • Analyzed data for over 500 participants' survey and focus group responses on taste, smell, texture, and appearance to blind tasting plant-based meat on the market currently. • Developed inductive code books and qualitatively coded over 9000 open-ended survey responses. • Created 5 comprehensive PowerPoints (plant-based bacon, hot dogs, nuggets, tenders, burgers), highlighting unique insights and statistics for each product based on participant responses.
February 2023 - July 2023	BRAND STRATEGY & DESIGN INTERN <i>University of Illinois (Charles H. Sandage Department of Advertising)</i> • Worked in a team of students and faculty to execute a complete redesign of the Illinois M.S. in Advertising website to better inform and attract prospective students. • Uncovered brand strategy insights about the M.S. ADV program as a team with a mix of primary and secondary research and biweekly meetings to discuss what the "brand" of the program is. • Translated the team's brand strategy insights into cohesive web design, layouts, and graphics that fit the new brand of the program. • Launched website publicly in July '23, helping lead to a ~50% increase in M.S. in Advertising applicants for 2024.
May 2019 - April 2022	DESIGNER & WEBSITE MANAGER <i>Janice Creative, West Lafayette, IN</i> • Built, designed, and managed online shop for at janicecreative.com with rotating catalogue of 30+ products. • Conducted shop update in November 2020 with complete overhaul of products including 500+ photographs, 7 social media graphics, and website redesign resulting in \$1000+ in sales within one week. • Designed print & digital for new products and events, including business cards, instruction booklets, packaging, videos, and social media for Black Fridays, Christmas, Holiday Markets, and other promotion of events.

HONORS & AWARDS

American Academy of Advertising Conference Presenter (2024)	Earl M. Cummings Advertising Education Research Award <i>1st Place Winner (Illinois, 2023)</i>	Barton A. Cummings Graduate Assistantship <i>(Illinois, 2023-2024)</i>	James Webb Young Advertising Graduate Scholarship <i>(Illinois, 2022-2023)</i>	Provost's Scholarship <i>(Indiana, 2016-2020)</i> Founders Scholar <i>(Indiana, 2019)</i>
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