

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 <ul style="list-style-type: none">GPA: 4.0/4.0Anticipated Graduation: May 2024
August 2016 - December 2019	B.A. IN MEDIA (ADVERTISING) Indiana University-Bloomington <ul style="list-style-type: none">GPA: 3.8/4.0 (<i>magna cum laude</i>)Minor in German Language

CONTACT

A: Urbana, IL 61801 [masashifukada.com](https://www.masashifukada.com)
(willing to relocate)
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SKILLS

SPSS, R Data Analysis Quantitative Research Qualitative Research Qualtrics Amazon MTurk Microsoft Excel Brand Strategy	WordPress, Shopify <i>Design & Editing Software</i> <ul style="list-style-type: none">InDesignPhotoshopLightroom Teaching Presentation German (Limited Working)
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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> <ul style="list-style-type: none">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> <ul style="list-style-type: none">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> <ul style="list-style-type: none">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> <ul style="list-style-type: none">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 1st Place Winner (Illinois, 2023)	Barton A. Cummings Graduate Assistantship (Illinois, 2023-2024)	James Webb Young Advertising Graduate Scholarship (Illinois, 2022-2023)	Provost's Scholarship (Indiana, 2016-2020) Founders Scholar (Indiana, 2019)
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