

# MASASHI FUKADA

## STATEMENT

Dynamic marketer that synthesizes advertising and research background to both uncover insights and apply them strategically. Analytical mindset that approaches problem-solving with detail-oriented thoroughness. Expert presenter and loyal employee.

## EDUCATION

August 2022 - May 2024	<b>M.S. IN ADVERTISING</b> University of Illinois at Urbana-Champaign <ul style="list-style-type: none"><li>GPA: 4.0/4.0</li></ul>
August 2016 - December 2019	<b>B.A. IN MEDIA (ADVERTISING)</b> Indiana University-Bloomington <ul style="list-style-type: none"><li>GPA: 3.8/4.0 (<i>magna cum laude</i>)</li><li>Minor in German Language</li></ul>

## CONTACT

A: Urbana, IL 61801  
(willing to relocate)  
E: [mjfukada@gmail.com](mailto:mjfukada@gmail.com)  
T: 765-631-9572

**Website/Portfolio:**  
[masashifukada.com](https://masashifukada.com)  
  
**LinkedIn Profile**

## SKILLS

Marketing	Quantitative Research
Brand Strategy	• survey, experiment
Content Strategy	Qualitative Research
Social Media	• interview, focus group,
Market Research	participant observation
InDesign, Photoshop	Qualtrics
Canva	Excel, PowerPoint
WordPress, Shopify	SPSS, R

## EXPERIENCE

August 2023 - May 2024	<b>GRADUATE TEACHING ASSISTANT</b> (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"><li>Facilitated weekly discussion and graded all assignments for 120+ undergraduate students across two semesters.</li><li>Taught material on marketing, advertising, consumer insights/market research, methodology, and brand strategy.</li><li>Maintained timely communication with 5-10+ students weekly via email weekly regarding class, grades, attendance.</li><li>Recognized as a <a href="#">"Teacher Ranked as Excellent by Students"</a> for Fall '23 by the University of Illinois.</li></ul>
May 2023 - October 2023	<b>MARKET RESEARCH INTERN</b> <i>Precision Research Inc.</i> <ul style="list-style-type: none"><li>Conducted research on 5 different categories (bacon, hot dogs, nuggets, tenders, burgers) in the plant-based meat market for a client seeking insights to help develop their own products.</li><li>Analyzed data for over 500 participants' survey and focus group responses on taste, smell, texture, and appearance to blind tasting plant-based meat to uncover insights about obstacles to plant-based diets and preferences.</li><li>Developed inductive code books and qualitatively coded over 9000 open-ended survey responses.</li><li>Created 5 comprehensive PowerPoints (bacon, hot dogs, nuggets, tenders, burgers) for client, highlighting unique insights for each product using graphs, data visualization, and easy-to-understand statistical analyses.</li></ul>
February 2023 - July 2023	<b>BRAND STRATEGY &amp; DESIGN INTERN</b> <i>University of Illinois (Charles H. Sandage Department of Advertising)</i> <ul style="list-style-type: none"><li>Worked in a team of students and faculty to execute a complete overhaul of website, brand positioning, and external communication &amp; marketing strategies of the Illinois M.S. in Advertising website.</li><li>Utilized primary and secondary research to uncover insights about the market of higher education advertising programs to develop program's new brand strategy.</li><li>Transformed brand strategy insights and designed new website in WordPress, intentionally creating layouts and graphics that would fit the re-branding of program.</li><li>Launched <a href="#">website</a> publicly in July '23, helping lead to a 50%+ increase in M.S. in Advertising applicants for 2024.</li></ul>
May 2019 - April 2022	<b>CONTENT MARKETING COORDINATOR &amp; DESIGNER</b> <i>Janice Creative, West Lafayette, IN</i> <ul style="list-style-type: none"><li>Built, designed, and managed online shop for at <a href="https://janicecreative.com">janicecreative.com</a> with rotating catalogue of 30+ products.</li><li>Designed numerous print &amp; digital graphics for social media to showcase new products and events.</li><li>Coordinated shop update campaign in November 2020, overhauling all products with 500+ photographs, 7 social media graphics, and complete website redesign resulting in \$1000+ in sales within one week.</li><li>Helped uncover brand's "true" identity through consultation with owner and own research; implemented brand strategy and guidelines through social media and website content.</li></ul>

## 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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