

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	M.S. IN ADVERTISING University of Illinois at Urbana-Champaign • GPA: 4.0/4.0
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> • Facilitated weekly discussion and graded all assignments for 120+undergraduate students across two semesters. • Taught material on marketing, advertising, consumer insights/market research, methodology, and brand strategy. • 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 categories (bacon, hot dogs, nuggets, tenders, burgers) in the plant-based meat market for a client seeking insights to help develop their own products. • 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. • Developed inductive code books and qualitatively coded over 9000 open-ended survey responses. • 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.
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 overhaul of website, brand positioning, and external communication & marketing strategies of the Illinois M.S. in Advertising website. • Utilized primary and secondary research to uncover insights about the market of higher education advertising programs to develop program's new brand strategy. • Transformed brand strategy insights and designed new website in WordPress, intentionally creating layouts and graphics that would fit the re-branding of 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	CONTENT MARKETING COORDINATOR & DESIGNER <i>Janice Creative, West Lafayette, IN</i> • Built, designed, and managed online shop for at janicecreative.com with rotating catalogue of 30+ products. • Designed numerous print & digital graphics for social media to showcase new products and events. • 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. • Helped uncover brand's "true" identity through consultation with owner and own research; implemented brand strategy and guidelines through social media and website content.

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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