

ELENA UCHIDA

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SUMMARY

- Over three years of marketing experience
- Intermediate conversational & written Spanish; elementary spoken Japanese
- Proficient in Bloomberg terminal, Microsoft Office Suite; basic knowledge of Microsoft Access
- Proven adaptability and capacity for change, as demonstrated by 3 years living and working overseas
- Excellent communication skills, demonstrated through marketing background and facility with languages

RELEVANT EXPERIENCE

Marketing Coordinator Denver, CO
Rocky Mountain JET Alumni Association 2016- 2019

- Coordinated marketing efforts for alumni group, including social media presence
- Grew newsletter subscription rate by 6% by polling readers for topics of interest
- Organized newsletter for readability and flow, resulting in average 35% open rate
- Created new submissions guidelines to ensure relevancy and interesting content
- Wrote press releases and secured media publicity through radio, paper, and internet sources

Marketing Intern Denver, CO
Colorado Department of Labor May-August 2016

- Screened at least 40 applicants daily for appropriate job qualifications
- Retrieved unemployment claims, collected confidential customer information, and conducted daily log entries

LEADERSHIP EXPERIENCE

Assistant Language Teacher Takayama, Gifu Prefecture, Japan
Japan Exchange & Teaching (JET) Program 2013-2016

- Co-taught English language classes to junior high and high school students, resulting in self-reported higher degree of comfort in speaking to foreigners
- Demonstrated ways to internationalize students, and provide them with foreign cultural experience to junior high and high school English language teachers
- Created cross-cultural understanding through classroom communication, games, and activities
- Oversaw after-school English language club, giving students the chance to practice their classroom learning in a real-life setting
- Provided translation work for the government

CITY OF TAKAYAMA, Gifu, Japan

Private Language Instructor 2014 – 2016

- Taught a group of about 15 adults basic English conversation through the city's education offices
- Wrote and disseminated questionnaire to determine students' needs
- Created curriculum based on questionnaire results and overall skill level of the group
- Provided interactive feedback to class participants to improve their pronunciation skills
- Conducted cross-culture nights, with cooking demonstrations, history lessons, and games

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OTHER PROFESSIONAL EXPERIENCE

Server Dacono, CO
Outback Steakhouse 2019- Present

- Provide excellent customer service to 50+ patrons per shift in a fast-pace, time-intense environment
- Manage financial transactions totaling up to \$2000
- Successfully and consistently upsell desserts, appetizers, and special promotions; won upselling contest 4 times

Assistant Store Manager Denver, CO
The Body Shop 2014- 2016

- Exceeded \$2500 weekly sales quota, targeted customer behavior to increase sales
- Handled amounts exceeding \$5000 daily, maintained accurate balances and deposits
- Assigned and oversaw duties of 6 employees daily, maintained order of store
- Conducted opening and closing procedures, exemplified reliability and punctuality

EDUCATION

Metropolitan State University of Denver Denver, CO
Bachelor of Business Administration in Marketing
Minor: Management and Spanish Major GPA: 3.87/4.00; Overall GPA: 3.65/4.00

Accomplishments:

- Raforth Scholarship Recipient, a highly competitive regional marketing student scholarship
- Presidential Scholar
- Dean's List all 4 years

RELATED COURSEWORK

- Marketing Strategies & Decision Making
- International Marketing
- Sales Force Strategy & Management
- Consumer Buyer Behavior

CAMPUS & COMMUNITY INVOLVEMENT

Spanish Tutor
ESOL Service Learning- Support elementary Latino students August 2019- Present

Historian and Counselor
Asian Affairs Council- Compile yearbook and serve as mentor March 2019-Present

Member
American Marketing Association, Denver chapter August 2016-Present