

Mimi Sadoshima

Digital Creative and Brand Strategist

Summary

I am a digital creative dedicated to building brand awareness through effective communication and strategic marketing that presents targeted information from a compelling perspective. I am well-versed in design, social media management, content creation, brand strategy, marketing, psychology, and research. These varied skills allow me to create cohesive, research-based and impactful marketing strategies.

Qualifications

- Six years of digital marketing experience and social media content creation
- Highly skilled at developing effective content strategy and marketing campaigns
- Certified in Google Analytics, knowledgeable in SEO, paid advertising, data analysis, and media metrics
- Comfortable with social media scheduling tools and content management systems (CMS)
- Familiarity with email marketing platforms such as MailChimp and Constant Contact
- Competent across Instagram, Facebook, Twitter (X), YouTube, TikTok, LinkedIn, and Pinterest
- Adept at creating engaging content for social media, newsletters, press releases, and marketing materials
- Experienced in special events organization, public relations, event support, collaboration, and outreach
- Extremely organized, detail-oriented, highly motivated and creative problem solver, adept at multitasking
- Excellent written and verbal communication, skilled in copywriting, editing, and project management
- Graphic design skills and experienced using Adobe Creative Suite and Canva for digital content creation

Professional Experience

Sun In My Belly, Digital Media & Brand Strategy

07/2024 – Present

Catering and Events Company, Atlanta, GA

- Developing a new logo and creating a design book for content creation
- Establishing an editorial calendar and creating digital and social media content
- Managing the brand and digital marketing strategies to increase ROI and meet KPIs

The Witch & Wand, Creator and Strategist

12/2019 – Present

Online store for handcrafted artisanal goods, Savannah, GA

- Develops and executes digital marketing and communication strategies
- Creates and implements the editorial calendar and maintains consistent brand identity
- Manages logistics, implements pricing strategies, collaborates with local businesses
- Conducts market research and data analysis to identify pain points and create marketing copy
- Generates digital content for social media with an average IG engagement rate of 7.0%
- Produces a weekly email with an average delivery rate of 98%, open rate of 40%, and CTR of 3.5%
- Manage Google Ads account with an average click-through rate of 3.8%

Freelance Editor

12/2018 – 2/2020

Editing and Strategic Communications, Los Angeles, CA

- Provided proofreading for grammar and accuracy of message and tone in digital communications
- Conducted pre-interviews to screen for potential event speakers and panelists

- Fizz & Pop, Marketing and Content Creator** 10/2017 – 01/2019
Website and Resources for Online Parenting Course, Los Angeles, CA
- Developed and implemented digital marketing strategies and campaigns
 - Designed and launched an online parenting course and DIY website on Wordpress
 - Produced social media content, digital communications, marketing materials, and blog posts
 - Managed social media platforms, editorial content calendar, SEO, and paid ads
- Interior Designer** 06/2015 – 07/2017
Freelance, Los Angeles, CA (gap reflects graduate school, maternity, and FIDM)
- Designed renderings on CAD and Adobe Creative Suite, managed budgets up to \$25,000
- Researcher at the California Institute of Technology** 09/2009 – 09/2010
- Investigated the etiology of autism spectrum disorder, participated in community outreach
- Behavior Interventionist** 08/2005 – 09/2006
Child Counseling and Behavior Therapy Clinic, Los Angeles, CA
- Provided behavioral and daily skills training for children diagnosed with autism spectrum disorder

Education

- Google Analytics Certification 06/2024 – 07/2024
Google Skills Workshop
- Digital Marketing Certification 02/2018 – 04/2018
General Assembly
- Interior Design Program 09/2014 – 06/2015
Fashion Institute of Design and Merchandise (FIDM)
- Doctor of Philosophy Clinical Psychology Program 09/2011 – 07/2012
Coursework in Clinical Psychology, Research, and Neuroscience, GPA 3.97
 Joint Doctoral Program between Palo Alto University and Stanford University
- Mouse Stem Cell Training 07/2010 – 09/2010
Advanced Course on the Culture of Mouse Embryonic Stem Cells
 California Institute of Technology (Caltech)
- Human Stem Cell Training 07/2010 – 09/2010
Advanced Human Stem Cell Culture Techniques Training
 University of Southern California (USC)
- Post-baccalaureate Studies 09/2007 – 06/2010
Psychology, research, neuroscience, biology, GPA 4.00
 Multiple institutions including UCLA and Pepperdine University
- Undergraduate, Bachelor of Arts in Theater 09/2001 – 06/2005
University of Hawaii at Manoa, American University of Paris, UCLA, GPA 3.62