



Drew Mametsuka

Public Relations | Social Media | Digital Marketing

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EXPERIENCE

Eat.Read.Love. Inc., Los Angeles, CA

June 2018 - Current

Social Media & Public Relations Specialist

- Develop and implement a social media strategy with content creation and a narrative that led to a 25% increase in sales and a 50% increase in engagement
- Design and assist in the development of Eat.Read.Love.'s website on SquareSpace and Shopify
- Interview and build the foundation team for the company (Assistants, Marketing Specialist, E-Commerce Specialist, and Video Production)
- Utilize analytics from social media and Shopify to tailor ads for an increase in brand awareness, engagement and sales
- Knowledgeable in Hootsuite, Buffer, Google Analytics, Google Drive, Google Office, Facebook/Instagram Ads, Shopify, SquareSpace

Daily 49er, Long Beach, CA

Aug. 2017 - May 2018

Assistant Design Editor

- Recommended ideas and designs using vectors based on the content provided by the editors
- Collaborated with the design editor to produce engaging graphics and front page designs for the newspaper
- 100+ hours in Adobe software: InDesign, Photoshop, Illustrator and Lightroom
- Awarded 2nd Place for Best Newspaper Page/Spread (College Media Awards), 4th Place for Best of Show (Associated Collegiate Press) in the nation, Honorable Mention for Best Overall Design (California College Media Association) in California

Adelante Abroad, Seal Beach, CA

Sept. 2017 - Jan. 2018

Social Media & Digital Marketing Intern

- Doubled number of website visits and participants by scheduling posts for Facebook, Twitter, Instagram and YouTube on social media planning platforms, such as Hootsuite, and producing engaging blog articles that contributed to SEO
- Increased conversions and participants for 2018 by performing audits on Adelante's website and 3rd party listings
- Researched keyword opportunities for social media and website content using SEO and Google Analytics to generate more candidates for 2018

Disneyland Resort, Anaheim, CA

Aug. 2014 - Sept. 2015

New Hire Trainer / Cast Member

- Trained 2-4 new hires in Main Street Merchandise on the Disney guest experience standards and expectations on a quarterly basis, including adherence to company values and specific merchandise sales procedures
- Handled service issues in accordance with company policies by providing accurate information and solutions to meet the needs of guests

Japanese Community Youth Council, San Francisco, CA

June 2013 - Aug. 2014

Northern California Program Co-Coordinator

- Co-coordinated a statewide internship for 20 interns in the San Francisco, San Jose, and Los Angeles Japantown communities with the program directors within each city
- Implemented strategies to increase program effectiveness through feedback from previous interns and organization directors

COMMUNITY SERVICE

San Francisco Japantown Organizations

Hours: 500+

San Francisco Japantown Fairs and Festivals:

- Cherry Blossom Festival
- Nihonmachi Street Fair
- Shinzen Goodwill Basketball Program
- Ginza Bazaar

AYUSA Global Youth Exchange

Hours: 280

- Studied Abroad in Dakar, Senegal
- Participated in community service and cultural exchange classes

EDUCATION

California State University, Long Beach

Aug. 2016 - May 2018

BA - Journalism, specialization in Public Relations

PRSSA Member

President's List

San Jose State University

Aug. 2011 - May 2014

Journalism, emphasis in Photography

Alpha Phi Omega Member

Akbayan Club Member