

# Yoshiko Slater

YoshikoSlater53@gmail.com • 301-367-4891 • Laurel, MD

## Education

**Emerson College** Boston, MA Expected Graduation: May 2025  
Bachelor of Science in Marketing Communication GPA: 3.99  
Minors: Public Relations, Hearing and Deafness  
• President's Student Advisory Group 2024 – Present  
• The Gold Key Honor Society 2024  
• Dean's Honor List 2021–Present

## Related Experience and Coursework

Integrated Marketing Communications Campaign for Experience Rhode Island Fall 2024  
• Led a team as Marketing Director to develop a comprehensive marketing campaign and social media strategies, leveraging digital, social, and traditional tactics for the client.  
• Created the "Connections Plan," which focused on generating more word-of-mouth and enhancing brand engagement for the client.  
• Conducted in-depth research and analysis to inform marketing strategies, ensuring data-driven decisions and optimal campaign plans and recommendations.

Breakthrough Thinking and Marketing Communications Fall 2024  
• Applied creative problem-solving and divergent/convergent thinking to develop effective marketing strategies.  
• Collaborated on marketing campaigns, demonstrating creativity, strategic planning, and adaptability.

Customer Analytics and Insight-Driven Marketing Spring 2024  
• Conducted Website path, Association, and Decision Tree analyses, along with Cluster, Descriptive, and RFM Segmentations

Social Media: Connectivity Interactivity Buzz Spring 2024  
• Developed a social media audit and thematic analysis of Teddy Swims and presented findings

Marketing and Sales, Distribution, and Service Relationships Course Fall 2023  
• Conducted thematic analysis of Oreo's Instagram and TikTok and created strategies and recommendations report based on analysis

Messages, Media & Channels Course Fall 2023  
• Organized and led a group that created a marketing campaign and pitch for Peloton based on situational analysis and industry trends

Introduction to Public Relations Course Spring 2023  
• Devised a PR plan and created a new website design for Chiharu Sushi  
• Created detailed mockups and implementation instructions for the website  
• Drafted PR memos and calendar listings for a cultural festival hosted by Chiharu Sushi

Brands, Organizations, and Strategies Course Fall 2022  
• Created brand analysis and recommendations for Calm  
• Led and collaborated with a team that developed a brand audit and soft pitch from Steam  
• Drafted brand news executive summaries

Understanding Consumers Course Fall 2022  
• Developed subculture immersion research analysis and report for Essie Clean Formula Nail Polish  
• Researched consumer behavior and applied multicultural awareness and understanding  
• Conducted in-depth research and interviews to analyze consumer sentiment of Essie Nail Polish

## Experience

Peer Tutor, Emerson College 2022–Present

- Statistics, 100 and 200-level Marketing courses, and Argument & Advocacy
- Emerson Women's Soccer Co-Captain 2021–Present
- Private Soccer Trainer 2023–Present
- Certified Personal Trainer for the International Sports Sciences Association 2021–Present
- Research Published by the American Chemical Society 2020
- Helped develop a lead water filter for water bottles and faucets, which would also add B-12 to the water once filtered, and the abstract was accepted by ACS
- VIP Food Runner and Server, Merriweather Post Pavilion, Columbia, MD 2019–Present
- Work in a fast-paced concert environment, serving drinks and food along with managing the POS systems for hundreds of consumers every show

### **Skills**

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Languages: English, Chinese, American Sign Language

Software: Excel, PowerPoint, Tableau, Canva

Misc.: Creative Thinking and Writing, Photography, Video and Photo Editing