

Sasha Marie Akabane Graffagna
グラフナーニャ早紗マリー赤羽
+81-80-4293-8022 sgraffagna@gmail.com
<https://sashagraffagna.com/>

EXPERIENCE

DHC Corporation, leading Japanese manufacturer of cosmetics and health supplements Tokyo, Japan
English Service Development Center May 2020 - Present

- Curate, create, and manage relationships with social media influencers
- Analyzed English social media strategy to identify pain points and implemented solutions
- Edit Japanese-to-English translation of sales copy, ensuring readability for both native and non-native English speakers and compliance with Japanese cosmetics law
- Write English sales copy, social media posts, advertising slogans, and other marketing materials
- Review and revise internal English communications written by native Japanese speakers to ensure effective cross-cultural connections with US stakeholders

Kwik Learning, online accelerated learning company founded by Jim Kwik Los Angeles, CA (Remote Position)
Digital Content Producer/Strategist January 2016 – March 2018

- Spearheaded the production of the Kwik Brain podcast and reached 1 million downloads in 6 months
- Converted long-form content from bestselling author and world-renowned memory expert Jim Kwik into digestible audio, video, and written pieces
- Identified skills necessary for constantly evolving projects/roles and developed or outsourced them as necessary
- Acted as copywriter and copyeditor for marketing material such as email blasts, sales pages, and social media posts
- Coordinated and conducted on-camera and written interviews with influencers, including *New York Times* bestselling authors
- Successfully built and maintained international professional relationships within fully remote office
- Acted as Community Manager for Kwik Brain podcast Facebook group
- Hosted Facebook Live for 2017 Kwik Learning Conference

SuperheroYou, online personal development magazine founded by Jim Kwik Los Angeles, CA (Remote Position)
Editor-in-Chief/Social Media Manager January 2016 – March 2018
Managing Editor November 2013 – January 2016
Editorial Intern June 2013 – November 2013

- Simultaneously managed content creation for 2 brands owned by Jim Kwik: SuperheroYou and Kwik Learning
- Wrote and edited articles daily on productivity and health for online magazine with 60,000+ monthly views
- Provided insights on reader needs using Google Analytics and developed marketing strategy accordingly
- Hired and supervised freelance writers, contributors, and interns
- Conducted video interviews with influencers, including with 48 speakers in 2 days during live event
- Increased Instagram followers by 12,000 and doubled Twitter followers within 1 year

EDUCATION

New York University, New York, NY

B.A. in Journalism and Comparative Literature, May 2013

Study Abroad in Spanish language, literature, and journalism in Puerto Rico (Spring 2012) and Argentina (Fall 2011)

Hattori Nutrition College, Tokyo, Japan

Japanese National Culinary License, April 2018 – March 2019

Full-time Coursework in European, Japanese, and Chinese cooking and Baking

LANGUAGES/SKILLS

Languages: Native English speaker, Fluent in Japanese, Conversational Spanish

Social Media: Facebook, Instagram, Twitter, Hootsuite, Snapchat, Tumblr

Other: Adobe Premiere Pro, Basic Photoshop, Basic HTML and CSS, Audacity, Canva