



# MURIEL KANASHIRO TSUKUDA

I am currently doing my MSc. in International Luxury Industries Marketing & Management in Paris and I am looking for a marketing position to work closely with fashion, luxury and cosmetics. I have 3 and half years of experience as a Marketing Analyst. I am interested in social media, latest trends and to understand consumers' behaviors, especially Millennials.

## CONTACT

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## SOCIAL

@murikt / @beautybymuri  
/murikt  
/murielkanashirotsukuda  
muri.kanashiro  
/muri.kanashiro

## SKILLS

Photoshop ██████████  
Indesign ██████████  
Illustrator ██████████  
MS-Office ██████████  
Tableau ██████████

## LANGUAGES

Portuguese ●●●●●  
Native  
English ●●●●●  
TOEFL - 89  
Japanese ●●●●●  
Japanese Language Proficiency Test - Level 4  
French ●●●●●  
Currently taking french classes

## EDUCATION

Oct 2018 *Toulouse Business School (TBS) - Paris, France*  
Present **MSc. in International Luxury Industries Marketing & Management**  
Feb 2019 *Politecnico Di Milano (MIP) - Milan, Italy*  
(1 week) **Doing Business in Italy**  
Feb 2011 *Fundação Armando Alvares Penteado (FAAP) - São Paulo, Brazil*  
Dec 2014 **Bachelor degree in Social Communication (Advertising and Marketing)**

## PROJECTS AND ACHIEVEMENTS

Market analysis to launch Hermès cosmetics line presented to the manager of Hermès Parfums in January 2019. In March 2019 Hermès announced the extension of its line with a similar strategy as we proposed.  
Winner of the competition to create a business plan to launch Le Coq Sportif in the US market  
Market analysis and communication strategy to position David Morris in the chinese market  
Creation of Live Marketing agency  
Developed campaign for Livo (Brazilian glasses brand)  
Creation of short films that won competitions inside the University

## PROFESSIONAL EXPERIENCE

Sep 2015 *Life Grupo - São Paulo, Brazil*  
Sep 2018 A company focused on the pharmaceutical/medical industry  
**Marketing Analyst**  
• Analyzed data to understand the performance of the promotion of medicines  
• Managed and coordinated a senior sales rep ensuring his best performance visiting doctors  
• Identified the best territories to cover with visits  
• Planned and organized the schedule for visits  
• Created and designed visual materials used by the sales rep  
• Trained an intern by guiding her through the tasks  
• Proposed ideas and coordinated the creation of the company's websites  
• Created and planned the Facebook content  
Sep 2014 *Pargan - São Paulo, Brazil*  
Dec 2014 Male fashion brand  
**Fashion Marketing Intern**  
• Created and planned the Instagram content  
• Responsible to maintain contact with important resellers and offer them new deals or promotions  
Nov 2013 *T-Line - São Paulo, Brazil*  
Dec 2013 Toyota reseller  
**Marketing Intern**  
• Internal communication of the company across different departments