

VAIBHAVI GOR

Master of Business Administration (MBA)
Digital Marketing Specialist

+81-8085030141

vaibhavigor.mba@gmail.com

<https://www.linkedin.com/in/vaibhavi-gor/>

<https://vaibhavigor.com/>

Fukuoka, Japan



Professional Summary

- **Digital Marketing specialist** – Search Engine Marketing | Google Ads | Facebook Ads | Twitter Ads | SEO Keyword research and content writing | Digital Marketing Strategy | Email Marketing | Social Media Marketing
- **Google Search Ads Certified.**
- Graduation in Bachelors and Masters of Business Administration.
- **Japanese** language knowledge - **JLPT N3. Japanese proficiency N2** from Iroha Japanese Language School.
- **Digital Marketing Specialist** at well known **Japanese proxy buying service** since March 2023.
- Worked on **Freelance Digital marketing** assignments for 2 years.
- Having 2 years of teaching experience as an **Assistant Lecturer.**
- Experience working with Japanese and global environment.
- **ESL Certified English Teacher.**
- **Ready to accept new challenges** and learning new skills.

Skills

Marketing	<p>Search Engine Marketing – PPC ads - Google adwords, Facebook ads manager, Twitter, Reddit and TikTok ads.</p> <p>Social Media Marketing – Making social media platforms more engaging and building brand through social media.</p> <p>SEO – Keyword research and content writing using AI tool and manually as well.</p> <p>Influencer collaboration for increasing potential reach</p> <p>Data analysis for creating new marketing campaigns</p> <p>Tools: Google analytics, Semrush, Ubersuggest, ChatGpt, Spyfu, Metabase, Canva, Figma.</p>
------------------	--

Computer Skills	Microsoft Office(Word, Excel, PowerPoint), Windows Operating System
Teaching And Training	<p>Subjects: Marketing, International Business, human resource management, Principles of management.</p> <p>Training: Business Communication and Communication skills in English to students pursuing Bachelors in Business administrations.</p> <p>Freelance teacher: Teaching English to students of all ages. Teaching Basic Japanese to students of all ages.</p>
Language Proficiency	English, Japanese , Hindi, Gujarati.
Other skills	Strong motivational and leadership skill, Exceptional presentation and communication skill, Using my sense of Art and colors in Marketing. Understand the mindset of people.

Certifications

- [Google Search Ads Certification.](#)
- [The Ultimate SEO Training and SEO for Wordpress Websites](#)
- [Social Media Marketing](#)
- [Canva Master Course](#)
- JLPT N3 Japanese Language proficiency certified. (**Pursuing JLPT N2**)
- TESOL for Teaching English as a second language.

Professional Experience

- **Bless International Co.Ltd - Japan**

Neokyo.com

(Japan's ecommerce proxy buying service)

Duration: March 27, 2023 – Ongoing

Role: Digital Marketing Specialist

Responsibilities:

1. Managing **CPC campaigns** for different countries.

Allocating budget across all ad campaign platforms.

Researching and analysing data to Expand Brand reach in new regions.

Run Ads for Neokyo partners Keywords- Mercari, Rakuten, Rakuma.

- a) **Google Ads** campaigns – USA, Canada, Australia, UK, Netherlands, Germany, France, Spain, Singapore and Taiwan
 - Search Ads
 - Display Ads
 - Performance max Ads
- b) **Facebook Ads Manager** - USA, Canada, Australia, UK, Netherlands, Germany, France, Spain, Singapore, Taiwan
- c) **Twitter Ads**: USA, Australia, UK, Canada, Singapore,
- d) **TikTok Ads**: USA

2. **SEO and Keyword research** – Managing Neokyo blogs. Keyword research, topic research and copywriting.

3. **Social Media Marketing**: Managing Facebook and Instagram accounts to keep existing customer engaged and build up potential customers.

4. **Email Marketing: Creating email content to Improve website traffic and sales.** Email automation strategy to increase efficiency and better customer journey.

• **Freelancer:**

2019 - 2022

1. **Digital Marketing**

Providing Digital Marketing Services such as:

- PPC ads- Google Ads, Facebook and Twitter Ads.
- SEO – Keyword research, Content writing and Content creation Ideas.
- Social Media Marketing (Including all the services regarding Instagram, YouTube and Facebook)
- Creating and running Highly engaging Advertisements for Social Media platforms.
- Branding (Creating Brands and Brand Awareness strategies)
- YouTube Thumbnails and YT SEO for more people reach.
- Engaging YouTube Shorts and Instagram Reels.

a) **SEO and Content Writing:** Keyword research and content writing

Health, diet and weight management Blogs

Indian Banking and Financial blogs (especially loan system)

Educational blog- Management concepts

b) **PPC ads: Google, Facebook and twitter Ads:**

Set up New ads accounts, events set up, Google Merchant Centre set up.

Real estate: lead generation ads

Online Educational Courses: conversion goal- subscription and lead generation

2. Teaching

- Teaching Management Subjects to –Business Management Students, Doubt Solving Sessions.
- English Language classes for students of all ages, mostly on Online Platforms.
- Basic Japanese language tutorials to the students of all ages.

• **Veerayatan Institute of Business Management and Computer applications**

Duration: Dec 2015 – Nov 2017

Designation: Assistant lecturer

Subject expertise:

Marketing management	International Business	Human Resource Management
Communication Skills	Indian Financial system	Principles of Management

Responsible for also holding online and offline **Career Guidance Programmes among students, as a part of a Marketing Campaign.**

Educational Qualification

- **Japanese proficiency N2** from Iroha Nihongo Language School
- **Japanese language JLPT N3**
- **Japanese Language Studies (up to N2) (2022 – 2023)**
Iroha Nihongo Gakkou – Fukuoka – Japan.
- **Masters of Business administration – 2015 - 59.33%**
Krantiguru Shyamji Krishna Verma Kachchh University (Gujarat) India

- **Bachelor of Business administration -2013 - 64.72%**
Krantiguru Shyamji Krishna Verma Kachchh University (Gujarat) India
- **H.S.C – 2010 - 74.72%**
Gujarat Higher Secondary Board- India
- **S.S.C – 2008 - 72.52%**
Gujarat Secondary Board- India

About Me / Extra Personal Activities

- Exploring different cultures and their customs.
- I like to search for best available deals on ecommerce platforms.
- I like to discuss entrepreneurship ideas and Products design.
- Canva has become my new hobby. Making greeting cards, posters and editing videos using Canva has become my free time activity.
- Good at artistic and creative things such as making handmade greeting cards, designing traditional attire, Japanese Origami, and artistic things such as posters using colours glitters.
- I like to teach management or moralistic concepts via playing games.
- Exploring places and Natural photography is also one of my hobbies.