

# Yuuri Suzuki

Magokoro Multimedia Creator

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Multimedia creator blending creativity and strategy to craft impactful solutions, with a deep attachment to the tenets of Magokoro—a Japanese concept that embodies genuine care and thoughtfulness.

- With over a decade of experience, including three years in digital marketing, I have successfully executed content strategies that drove engagement growth by up to 1,500% and led diverse teams to help projects reach their full potential
- I approach every project with a concept-driven, empathy-focused, and data-informed mindset, enriched by a meticulous work ethic and a broad design perspective shaped by my sense of adventure
- My skills in branding, motion graphics, UI/UX, and content strategy allow me to craft compelling, multi-platform visual identities—designing with the warmth and sincerity of a tulip in spring, creating visual connections that truly resonate

## RELEVANT WORK EXPERIENCE

### Digital Content Creator & Strategist | Grounded Pantry (Freelance)

January 2025 – Present | Toronto, Ontario

- Develop and execute a strategic content plan, achieving 153% follower growth and a 1,500% increase in views within a month
- Manage end-to-end content creation, from shooting and editing to post scheduling and reporting

### Sales Associate & Junior Designer | Alli Fresh Baked

August 2024 – Present | Toronto, Ontario

- Design promotional materials (labels, signage) to reinforce branding and attract attention
- Cultivate positive customer relationships in a fast-paced environment, enhancing the experience

### Creative Project Manager & Director | Admission Hub (Internship)

September 2024 – February 2025 | Toronto, Ontario

- Built and led a team of six non-designer interns, overseeing content creation, project management, and workflow optimization while maintaining high-quality standards and a consistent brand voice
- Revamped the Instagram account by redefining its visual style and adding engaging content, achieving a 4.5x increase in reach and more than quadrupling views (2.2K to 10.1K) in three months

## EDUCATION

**Seneca Polytechnic**  
**Diploma in Interactive Media Design**  
Toronto, Ontario | 2024-Present

GPA: 4.0 | Acquired strategic design principles, advanced design software skills, and web development techniques.

**Gakushuin University**  
**Bachelor of Management**

2011-2015 | Tokyo, Japan

GPA: 3.8 | Equivalent to a Canadian Bachelor's degree, as assessed by ICAS

## TECHNICAL SKILLS

**Interactive Media & Motion Graphics**  
Adobe After Effects | Premiere Pro

**Creativity & Communication**  
UI/UX Design | Prototyping  
Wireframing | Figma

**Typography & Branding**  
Brand Development | Graphic Design  
Adobe Creative Suite

**WebDevelopment**  
HTML/CSS/JS | WordPress  
Google Analytics



## RELEVANT WORK EXPERIENCE

### Website Administrator & Content Manager | BP-net Co., Ltd,

June 2023 – December 2023 | Tokyo, Japan

- Curated and optimized website content via CMS, ensuring alignment with brand strategy and maximizing user engagement
- Streamlined administrative processes, reducing workload by 20% and saving 2 hours daily

### Social Media Manager | Okinawa Convention Visitors Bureau

July 2019 – July 2021 | Okinawa, Japan

- Collaborated with government agencies to promote Okinawa through strategic content across 8 social media platforms, increasing engagement by 8x
- Pioneered successful, budget-conscious campaigns during the pandemic, boosting international tourism interest and web traffic through innovative collaborations and live streaming

### Trust Officer | Sumitomo Mitsui Trust Bank

April 2015 – March 2019 | Tokyo, Japan

- Managed wire transfers for Real Estate Trust Beneficiary Funds, overseeing 20 companies and 130 projects with complex fund structures and deal-specific nuances
- Delivered outstanding customer service, reducing turnaround times and securing new contracts
- Prepared accurate financial reports, including accounting statements and income statements

## SOFT SKILLS

Adventurousness	Initiative
Active Listening	Dependability
Interpersonal Skills	Accountability
Versatility	Resilience
Concept-Oriented Thinking	

## ACTIVITIES

### Volunteer at Sorauren Farmers' Market

Assist vendors with setup and takedown, provide visitor support by sharing market insight and capture and edit photos and videos for social media to boost community engagement.

### Travel & Cultural Exploration

Have Travel to over 100 cities in 20 countries, have immerseed in local cultures, and have drown inspiration from diverse designs and traditions.

### Dance & Music

Practice Belly Dance, Partner Dance, and play the Clarinet. Performed Belly Dance at a New Year's Eve show for 750 people, creating the video backdrop.

