

Yuuri Suzuki

Magokoro Multimedia Creator

📞 437-344-6518

✉️ yuuri.szk@gmail.com

🌐 [linkedin.com/in/yuuri-12b09g/](https://www.linkedin.com/in/yuuri-12b09g/)



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
- 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

Creative Project Manager & Director | Admission Hub (Internship)
September 2024 – February 2025 | Toronto, Ontario

- Led team of six interns, directing content creation and project workflows while ensuring brand consistency and quality standards.
- Transformed Instagram presence with new visual identity, increasing reach by 4.5x and growing views from 2.2K to 10.1K within 3 months

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 accounts, driving 8x engagement growth
- Pioneered successful, budget-conscious campaigns during the pandemic, boosting international tourism interest and web traffic through innovative collaborations and live streaming

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 Adobe Creative Suite
Development Graphic Design

WebDevelopment
HTML/CSS/JS WordPress
Google Analytics

SOFT SKILLS

Adventurousness Initiative
Interpersonal Skills Accountability
Versatility Resilience
Concept-Oriented Thinking

ACTIVITIES

Volunteer at Sorauren Farmers' Market

Supported market operations by assisting vendors, providing visitor guidance, and creating social media content to enhance community engagement.

Travel & Cultural Exploration

Have traveled to 100+ cities across 20 countries, immersing in diverse cultures and drawing inspiration from global design traditions.

