

## Resume

Kenji Crosland

Cell: 1 360 390 8828

Email: [kenji.crosland@gmail.com](mailto:kenji.crosland@gmail.com)

Website: <http://goldhat.org>

### CAREER HISTORY:

#### **TeachStreet.com**

(September 2010 – June 2011)

**Company Description:** TeachStreet is a dynamic online community that brings motivated learners and talented teachers together. Website: <http://www.teachstreet.com>

#### **SEO Specialist/Web Marketer:**

- Acquired links to TeachStreet category pages from over 500 unique domains (mostly blogs), dramatically increasing TeachStreet traffic by over 50%.
- Designed HTML emails for TeachStreet's Featured Blogger Program.
- As part of our SEO effort and marketing outreach, [wrote and published](#) over 20 guest blog posts within the space of a month. Also, facilitated publication of guest blog posts written by contract writers.

#### **Goldhat.org**

(September 2009 – Current)

**Project Description:** Goldhat.org is a social media site dedicated to connecting artists, writers, and creative people with the patrons who love and want to support their work.

#### **Job Description:**

- Designed a web application layout using HTML and CSS
- Created and maintained a database schema in MYSQL and SQLite3
- Developed a Wordpress Plugin using Javascript to display statistics about donations made on blog posts (Check the bottom of this post for an to see it in action: <http://www.unreadyandwilling.com/2010/06/finishing-ambitious-projects/> ).
- Set up an online merchant account with Authorize.net to process secure credit card transactions through Goldhat.org.
- Coded application logic from start to finish using the development framework Ruby on Rails.

#### **full-time-writer.com**

(March 2009 – September 2009)

**Description:** I started full-time-writer.com to promote my freelance copywriting

services. I shut down the site in order to create Goldhat.org because I felt that I could help a lot more people if the site took off.

**Job description:**

- Engaged in SEO keyword research and article marketing for my freelance business.

**East West Consulting Co., Ltd. (Tokyo, Japan)**

(February 2007 – March 2009)

**Company Description:** East West Consulting is the largest Executive Search firm in Japan, with offices in Tokyo, Osaka and Singapore. Website: <http://www.ewc.co.jp/en>

**Consultant** (Oct 08 – Mar 09)

- Promoted to Consultant due to sales performance.
- Established new client relationships with multinational companies such as: Milliken, Steelcase, Dentsply, dSpace, Vaisala, Vertex Standard and Raritan Systems. Met with Country Managers and HR Directors in person to discuss recruiting needs.
- Maintained existing client relationships with many top tier companies.
- Met over 450 candidates in person as potential prospects for present and future recruiting prospects.
- Specialized in financial services and worked on assignments up to the CFO level.
- Gave a company-wide presentation on the principles of time management, as well as the secrets of making 80 calls a day.
- Generated \$190,000 in revenue for FY2008.

**Associate Consultant** (Feb 07- Oct 08)

- Focused mainly on recruiting application engineers and field sales engineers for the semiconductor device industry.
- Met 280 candidates in the first year.

**Wall Street Institute Co., Ltd. (Tokyo, Japan)**

(October 2004 – September 2006)

**Company Description:** Wall Street Institute is an international school of English. The Japan Branch was closed in 2007. Website: [www.wallstreetinstitute.com](http://www.wallstreetinstitute.com)

**Instructor** (Oct 04 – Sept 06)

- Proofread documents for accuracy--these documents included business forms as well as copy for the marketing department.
- Evaluated student progress and worked with them so that they could better express their ideas in writing.
- Designed and implemented original lesson plans.
- Worked with the marketing department to create special lessons for school events at the center in Aoyama and in other venues.
- Helped create a student English level check system which was implemented into the sales presentation of the Japan Branch.

**Aeon East Japan Co., Ltd. (Tokyo, Japan)**

(October 2003 – October 2004)

**Company Description:** Aeon East Japan is an English Conversation School in Japan.

Website: <http://www.aeonet.com/>

- Proofread student essays, resumes and other documents.

**EDUCATION:**

**University of Washington**, B.A. in English Literature and Creative Writing (2003)

- Graduated with distinction from the University of Washington English Honors Program.
- Member of the highly exclusive Mortar Board Honor Society (only 50 members allowed per year)

**CERTIFICATIONS/ACHIEVEMENTS:**

- Japanese Proficiency Test Level 1. Please see below for reference:  
[http://en.wikipedia.org/wiki/Japanese\\_Language\\_Proficiency\\_Test](http://en.wikipedia.org/wiki/Japanese_Language_Proficiency_Test)
- 1<sup>st</sup> place state winner and 7<sup>th</sup> place national winner in the Voice of Democracy essay competition.
- 1<sup>st</sup> place state winner in the National Peace Essay Contest.
- 9<sup>th</sup> Place National Winner in the *Nota Bene* Publication Competition.
- Published in the UW Comparative History of Ideas Journal: Intersections