

Resume

Kenji Crosland
Cell: 1 360 390 8828
Email: kenji.crosland@gmail.com
LinkedIn: <http://www.linkedin.com/in/kenjicrosland>

Content/Inbound Marketing Consultant

(September 2010 – Current)

Description: I work with web startups to help plan and execute their content marketing strategy with the objectives of driving high quality traffic to their sites.

Clients:

eVenues.com (September 2011 – Current)

- Increased organic traffic to eVenues.com 1573% from Sept 2011 through SEO, content marketing, PR, and social media outreach.
- Wrote high profile blog posts which sent thousands of visits to the website (URLs and traffic statistics available upon request).
- Provided reports to the CEO and stakeholders regarding traffic, bounce rate, goal conversions and segmented data on visitor behavior.
- Designed and wrote copy for HTML emails and newsletters for all eVenues mailing campaigns with open rates ranging from 20.9% to 21.6% and click rates from 2.6% to 3.4%.

Zanoby.com (November 2011 – Current)

- Brings new traffic to Zanoby by writing highly successful blog posts.
- Writes email announcements for sitewide subscribers.
- Writes some of the product and maker descriptions as well as some of the website messaging.
 - Product Description: <http://zanoby.com/products/city-brown>
 - Maker Description: <http://zanoby.com/makers/il-riccio>

TeachStreet.com (September 2010 – June 2011)

TeachStreet was a dynamic online educational community. It was acquired by Amazon Local and shut down in early 2012.

- Acquired links from over 500 unique domains and increased traffic to the website's highest converting category pages by over 50%.
- Designed HTML emails and newsletters for company marketing initiatives.

Goldhat

(September 2009 – September 2012)

Goldhat was a database driven web application and self-funded personal business project.

- Created Goldhat using Ruby on Rails, MYSQL, Javascript, HTML and CSS.
- Set up an online merchant account with Authorize.net to process secure credit card transactions.
- See video demonstration here: <http://www.youtube.com/watch?v=awGMjjjXsRc>

East West Consulting Co., Ltd.

(February 2007 – March 2009)

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

Consultant (Oct 2008 – Mar 2009)

- Promoted to Consultant due to sales performance.
- Generated \$190,000 in revenue for FY2008.
- Gave a company-wide presentation on the principles of time management.

Associate Consultant (Feb 2007- Oct 2008)

- Recruited engineers for the semiconductor device industry.

Wall Street Institute Co., Ltd.

(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.

Instructor (Oct 2004 - Sep 2006)

- Selected out of over 100 applicants to represent the flagship branch in Japan.
- Designed and implemented original lesson plans.
- Created a student English level check system which was implemented into the sales presentation of the Japan Branch.

Aeon East Japan Co., Ltd.

(October 2003 – October 2004)

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

English Instructor (Oct 2003 - Oct 2004)

- Proofread student essays, resumes and other documents.

EDUCATION:

University of Washington, B.A. in English (2003); Minor in Japanese Linguistics.

- Graduated with distinction from the University of Washington Honors Program.

CERTIFICATIONS/ACHIEVEMENTS:

- [Japanese Language Proficiency Test](#) (JLPT) Level 1.
- 1st place state winner and 7th place national winner in the [Voice of Democracy Essay Competition](#) (Out of more than 50,000 entries).
- 1st place state winner in the [National Peace Essay Contest](#).