

EMILY TSUDA ANDERSON



CONTACT

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🔗 EmilyTsuda.com

EDUCATION

- B.A Advertising & PR
Grand Valley State University

SKILLS

- ✓ Bilingual: Japanese
- ✓ Adobe Photoshop
- ✓ Adobe InDesign
- ✓ Microsoft Office
- ✓ HTML
- ✓ WYSIWYG
- ✓ EPIC/APRIMA

CERTIFICATIONS

Google Analytics

HubSpot Inbound

Hootsuite Platform

SOCIAL

📷 [@Emily.Tsuda](https://www.instagram.com/Emily.Tsuda) [@pointers_for_pointe](https://www.instagram.com/pointers_for_pointe)

📄 [linkedin.com/in/emilytsuda](https://www.linkedin.com/in/emilytsuda)

HEALTHCARE EXPERIENCE

● HomeMD, Care Coordinator/Patient Liaison

JUNE 2023 - PRESENT

- Manage complex APS cases with diligence and expertise
- Patient advocate with effective communication skills for engaging with guardians and DPOA's
- Consulting with the Behavioral Health Integration (BHI) team for holistic healthcare solutions

● Spectrum Health/Corewell Health, Nurse Technician

NOV 2021 - JUNE 2023

- Provide care to 12 patients, paying attention to detail, in a fast-paced priority shifting environment
- Report patient medical concerns through written and verbal communication to the nurse and physicians
- Received a Daisy award, nominated by a patient who felt they received excellent care

● Healthcare Associates, Home Health Aide

JAN 2021 - JAN 2023

- Assess patient by reporting/collecting vital signs and administer medications at required times
- Advocate when patient was deemed medically incompetent regarding current medication list and health status, while communicating with physicians
- Coordinate and keep a high level of organization with the case worker about medical appointments

MARKETING EXPERIENCE

● Emily Tsuda LLC, Social Media Strategist/UGC Creator

JULY 2020 - JUNE 2023

- Partnering with brands like [Odoba](#), [Rowdy Energy](#), and [Fab'rik](#) to create UGC
- Consulted global brands independently: Coca Cola, Johnson & Johnson, Gatorade, etc.
- Built a marketing plan for influencers on Instagram through 1:1 teachings and student advising to create collaborations with brands, generating a 45% increase in impressions from one post
- Created a system of 900 customized hashtags based on niche, resulting in a 21% increase in organic follows from one post

● Coalition Apparel, Social Media Strategist

JULY 2020 - SEPT 2020

- Researched and communicated social media strategies by building relationships with 50+ new and existing retailers in the B2B space
- Increased social media impressions and online sales
- Collaborated with PETA and 5 social media influencers with a combined following of 125 million
- Filmed and co-produced a campaign [video advertisement](#)

● Herman Miller, Digital Marketing Intern

MAY 2019 - AUG 2019

- Assisted with translating the Japanese B2B wholesale website for vendors
- Presented a solution to 50+ management and executives about creating a solution for discontinued products
- Audited information for 100+ product assortment across subsidiary brands

● Grand Rapids Community Foundation, PR & Marketing Intern

SEP 2018 - MAY 2019

- Designed event materials for the annual scholarship campaign and other promotional events
- Wrote creative writing for 2 quarterly magazines
- Co-authored 3 press releases for the LGBT fund, scholarship fund, and Meijer