

# Emiri “Emily” Mogami

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## EDUCATION

**NEW YORK UNIVERSITY**, Bachelor of Fine Arts in Studio Art, GPA 3.964 Graduated May 2024  
*Relevant Coursework:* Innovations in Marketing - Brand Strategy, Advertising & Marketing, Intro to Marketing (NYU Stern), Public Relations: Principles and Practices

## SKILLS

**STRATEGY:** Creative brief, social listening, competitive research, interviews, audience research tools, survey creation

**LANGUAGE:** Native fluency in English and Japanese; basic understanding of Portuguese

**SOFTWARE:** Microsoft Office, Salesforce, G Suite, Canva, Adobe Illustrator, Adobe Premiere Pro

## EXPERIENCE

**McCann New York**, Strategy Intern (MAIP Fellow) June 2024 - August 2024

*Selected by 4A's Multicultural Advertising Internship Program (MAIP)*

- Presented a research analysis project on millennial parents creating strategic insights based on interviews, social listening, survey, and audience research tools to provide brand provocations for the agency's clients
- Led strategy & brief creation on social media campaign for **Frontier Internet** to increase brand awareness and extract positive engagement among tech optimists
- Tracked social media trends of **Chick-fil-A's** top competitors on weekly competitive analysis; Researched specific audience demographics and pulled key insights for Chick-fil-A's new activations
- Supported new business pitch by conducting research and presented data findings to C-suite executives

**Droga5**, D5in10 Art Direction Apprentice March 2024 - June 2024

- Learned foundational skills for creative concepting & visual storytelling through ads in portfolio bootcamp
- Created weekly spec work as art director/strategist for consumer brands (Coors Light, Tide To Go, Uber Eats)
- Presented work to award-winning industry creatives & gained weekly feedback from Senior Art Director mentor

**Blossom the Media** (online English/Japanese magazine), Designer/Illustrator January 2021 - August 2024

- Created digital illustrations for the magazine's articles, Instagram posts, zine, and website
- Corresponded with leadership and design team to create a plan of content on social & political topics in Japan

**ChaShaMa**, Special Events & Cultivation Intern October 2023 - December 2023

- Conducted prospect research via Salesforce and G Suite to contribute to individual donor cultivation efforts
- Drafted and edited copy of email appeals to get sent to donor prospects

**Asia Society**, Endowment Intern June 2023 - August 2023

- Migrated historical data on institutional awards spanning the past 8 years from outdated systems into Salesforce, developing advanced familiarity with its record management, reporting, and merging
- Independently conducted prospect research on private foundations, gathering and formatting data on giving/donor priorities, capacity, past awards, and leadership

**Japan Society**, Media & Marketing Intern October 2022 - February 2023

- Researched event topics & speakers/moderators to document their qualifications for Talks+ seminars
- Assisted with basic translation between English and Japanese for press releases and event materials

**Kinokuniya Bookstore NY**, Customer Service Associate July 2020 - August 2022

- Analyzed sales reports in Excel & Google Spreadsheets and ordered books to restock inventory
- Assisted customers by answering inquiries in person and over the phone (English and Japanese), used Salesforce to create accounts and complete customer orders, and helped train new employees

## AWARDS & RECOGNITIONS

- **ADCOLOR**, ADCOLOR FUTURES 2024
- **4A's Foundation**, MAIP Fellow of the Year 2024