

Emiri “Emily” Mogami

Queens, NY | emilymogami.503@gmail.com | [Portfolio](#) | [LinkedIn](#)

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; elementary Portuguese

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

EXPERIENCE

Gretel, Strategy Intern

January 2025 - April 2025

- Conducted cultural research in wealth planning, athleisure, VC, and financial publication sectors
- Developed competitive audits & Get Smarts analyzing brand architecture and messaging to assist new business

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
- Developed creative brief for **Frontier Internet**'s social media campaign in collaboration with creative & account
- Supported new business pitch by conducting research and presented data findings to C-suite executives
- **Chick-fil-A:** conducted weekly social media competitive audits, researched domestic & global audience demographics, pulled key cultural insights for Chick-fil-A's upcoming activations

Droga5, D5in10 Art Direction Apprentice

March 2024 - June 2024

- Learned foundational skills for creative conceiving & 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 from the past 8 years from outdated systems into Salesforce
- Conducted prospect research on foundations, gathering and formatting data on giving/donor priorities

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