

Meg Tsuruda

WORK HISTORY

BRAND MANAGER

(Jan 2022 - Present)

Team Salvato (Indie Game Development Studio most known for Doki Doki Literature Club!)

- Developed relationships with five new licensing partners in 6 months.
- Create brand guideline documentation and structure creative project process.
- Lead communications and collaboration process with licensees and merchandisers.
- Lead contract review and template updates for licensing, wholesale distribution, and contractor contracts.

STRATEGIC MARKETING CONSULTANT

(Apr - Aug 2022)

LA Libations (Beverage Incubator)

- Developed for the CEO a comprehensive strategic marketing and implementation plan for brand beverage. (Pepperdine MBA Project)

ASSISTANT MARKETING MANAGER

(2019 - Jan 2022)

SOCIAL MEDIA & BRANDING COORDINATOR

(2013 - 2019)

Society for the Promotion of Japanese Animation (SPJA) - Santa Ana, CA

*SPJA is a 501(c)3 nonprofit responsible for organizing **Anime Expo, Project Anime, and World Cosplay Summit USA.***

- Championed cohesive and integrated communications across digital, print, and event signage for Anime Expo.
- Led RFP, vetting, and contracting process for public relations firm and design agencies.
- Developed surveys and conduct market research; collate data reports for executive review.
- Led creative agencies (design, art, video) in production of all marketing collateral; managed the creative process from concept to completion.
- Reduced design agency costs by 40% by sourcing new vendors while maintaining quality and increasing output.
- Developed merchandising strategy which resulted in 200% increase in revenue within two years.
- Created measurement framework for research and data analysis initiatives to assess the viability of content and programming as part of the event curation process.
- Led 10+ volunteer leads and nearly 100 volunteers in total.
- Acquired 3x the industry average for event mobile app downloads in 2019.
- Developed nine re-brand initiatives, which included logo development and style guide creation.
- Led design, development, and implementation of 5 websites.
- Developed & created social media/content strategies for SPJA events.

LANGUAGE

Japanese

EDUCATION

Masters in Business Administration: *Emphasis in Marketing*

Pepperdine University, Graziado School of Business (Expected Graduation 2023)

Bachelors of Science in Business Administration: *Concentrations: Marketing & Information Systems*

Fordham University, Gabelli School of Business