

Ai Takaki

Product Marketing / Project Manager

A dynamic and ambitious Product Marketing Manager with over 14 years of extensive experience in global business. A strategic planner and results-driven project management professional, certified in PMP. Proficient in all aspects of the project lifecycle from inception to completion. Expertise includes gathering necessary data for product manufacturing, leveraging comprehensive knowledge of FDA and trade regulation compliance, as well as international regulatory frameworks to support optimal product development. Skilled in UI design using Figma and social media marketing. Strong ability to develop and monitor KPIs to drive performance and achieve strategic objectives using SAP ERP.

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CORE COMPETENCIES

Comprehension of international trade laws and regulations

Inventory management wholesale forecast plans and shipping strategies

Business process improvement

Effective communication and negotiation with vendors and stakeholders

SNS Instagram Marketing

Project Planning / Reporting

Optimizing User Experience with Figma

Waterfall/Agile/Scrum Methodologies

Gathering and analyzing customer insights



TECHNICAL SKILLS

- SAP ERP System Integration
- Analysis using Google Analytics and Power BI
- Trade Compliance
- Product Registration Management
- FDA Regulations
- Good Manufacturing Practice (GMP)
- Manufacturing Process Documentation
- Similarweb, GRC, Ahrefs, Google Search Console
- Monday.com, JIRA
- Figma
- Photoshop
- CANVA



PROFILE SUMMARY

Expertise in Value Engagement model with the ability to collaborate cross-functionally with SAP ERP system teammates, vendors, logistics, and marketing partners, driving transformation and business benefits, and ensuring success in multi-country product projects tailored to the background, regulations, needs, and marketing of each country.

Exceptional Product Marketing Manager with outstanding communication skills and the ability to collaborate with suppliers, marketing partners, and internal teams to build rapport and maintain effective and targeted product marketing strategies. Successfully managed multi-country product projects tailored to each country's background, regulations, needs, and marketing strategies. Addressed and resolved marketing challenges promptly, updating stakeholders on project status and new marketing solutions to ensure successful product launches and customer satisfaction.

Industrious Manager Overseeing Operations in Five Countries skilled at identifying potential marketing and logistics issues and handling them amicably, managed branch operations in Taiwan, Hong Kong, Japan, the Philippines, and Vietnam, working closely with local employees. Recruited and developed high-performing teams, oversaw the productivity of operations, utilized the skills of each team member in accordance with PMP theories, and tracked performance using daily, weekly, and monthly measurements. Developed schedules, reports, and plans to ensure efficient operations and timely project progress.

Dexterous Business Integration with demonstrated abilities in managing stakeholder communications and analytical skills, successfully transformed the Hong Kong warehouse into a central hub. Led the relocation of the headquarters, facilitated the company's public listing (IPO), managed the spin-off of subsidiaries, and oversaw the company's rebranding and name change. Worked collaboratively with other members, liaised with the project management office, and interacted with key stakeholders to achieve significant business growth.



EDUCATION

Westcliff University / Irvine, CA

Master of Science in Information Technology (Project Management)

University of California, Irvine Division of Continuing Education / Irvine, CA

Professional Certificate in Project Management

Professional Certificate in International Business Management

Graduate School of Management, GLOBIS University / Tokyo, Japan

Master of Business Administration

Musashi University / Tokyo, Japan

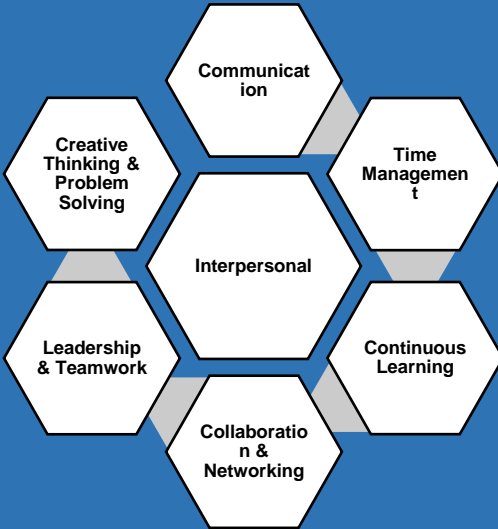
Bachelor's Degree in Sociology

TRAINING & CERTIFICATIONS

- Project Management Professional (PMP) Certification by PMI
- Agile Certified - CSM® & CSPO® by Scrum Alliance
- Japan Trade Certification



SOFT SKILLS




SCHOLASTIC PROFILE

- President's Scholarship for Diversity & Inclusion (Northeast Asia)
- Founder's Scholarship for Information Technology (Graduate)



LANGUAGE

- Japanese (Native)
- Chinese (Beginner)
- English (Proficient)



WORK EXPERIENCE

Advanced Micro Precision.Ltd California

Jan 2021 - Jan 2022

Product Marketing Manager for Medical Devices and FDA Regulatory Consulting

Key Responsibilities and Results:

- Collaborated with freight forwarders, legal experts, and U.S. FDA agents to provide impactful analytical support and consulting on U.S. regulations to Japanese food manufacturers, successfully facilitating their entry into the U.S. market.
- Managed social media marketing for food manufacturers, increasing brand awareness on Instagram.
- Established and led a medical device team specializing in glaucoma treatment, overseeing production processes and ensuring compliance with FDA regulations, which resulted in a significant revenue increase of \$2 million.
- Coordinated daily development activities with the engineering team, working closely with product owners and production factories to understand requirements and prioritize the backlog effectively.

MoltoBene Inc. Japan, Hong Kong, Taiwan, Philippines and Vietnam

Feb 2013 - Jun 2019

Product Marketing Manager for Cosmetics/ International Logistics Manager

Key Responsibilities and Results:

- Managed the establishment of a logistics hub in Hong Kong, including headquarters relocation, name change, corporate merger, product revisions, international regulatory compliance, and ingredient regulations throughout the organization.
- Oversaw the implementation of the SAP system for accounting integration across the organization in preparation for IPO, achieving system standardization and streamlined management of 5 overseas subsidiaries, 6 domestic branches, factories, and distribution centers.
- Secured an OEM production contract for private brand products for Watsons, Asia's largest drugstore chain, consistently managing manufacturing and marketing in compliance with regulations in multiple countries. Conducted cross-functional market research and coordinated product requirements in each country, resulting in a 20% increase in annual sales.
- Executed product marketing initiatives including a wrapped bus campaign in Hong Kong, seminars in collaboration with air stylists in Vietnam, Hong Kong, and Taiwan, and managed social media marketing to increase product awareness.

KISCO LTD. Japan

Apr 2009 - Jan 2013

Product Marketing Manager for Plastics and Chemical Products / Purchasing

Key Responsibilities:

- Through strategic analysis and collaboration, reduced delivery costs, boosted business sales by over **10%**, and streamlined purchasing and logistics processes.
- Established and maintained strong relationships with 20 customers by identifying their needs and suggesting products and helpful resources, including our new in-house resin product, Kisloy, to solve their problems.