

Kenji Yoshii

Birthdate: 14 September 1968
Languages: Japanese – native, English – business level
Nationality: Japanese
Resides: Saitama, Japan

Language Pair

English to Japanese

Education:

2000 – 2002

Yokohama City University, Kanagawa, Japan

M.A. in international politics

1989 – 1993

Rikkyo University, Tokyo, Japan

B.A. in Sociology

1987 -- 1989

Tokyo University of Foreign Studies, Tokyo, Japan

German Language

Qualification:

TOEIC 900

Technical Skills:

Proficient in Microsoft Office, especially Excel, Words, Access

Summary:

Editor:

Planned and edited several bestsellers books.

Got the president's award from the publishing company for planning and editing the book that tells a pregnant mother how dangerous a drug can be prescribed by a doctor.

And planned and edited various books concerning medicine and healthcare.

Marketer

Dense and challenging experience in healthcare industries as a marketer and as a consultant.

Made cross-media marketing communication strategies (web ad, paper ad, trade shows, and sales), and boost sales volumes.

Excellent researching and reporting ability based on experience in the field of news media and in the field of market research.

Directed all kinds of materials for sales promotion (brochures, customer success stories, campaign websites, e-direct-mails, and so on).

Market research & Consultation:

Research all the health care markets across the US, EU, Asia, and Japan to propose a new IT service for a client.

Visit 20 hospitals and gather their needs, and suggest, to a big IT company, better sales strategies for a new IT system, as well as introducing promising hospitals which were interested in the IT system to the big IT company.

Sales planning:

Gathered and classified customers' information and made promising customer lists to boost the sales of IT systems.

Made various documents of proposals for hospital information systems and visited more than 100 hospitals to suggest the latest hospital information systems.

Management experience:

Made a chief market researcher and managed 3 people to conduct research and consulting projects and accomplished the sales volume assigned by CEO at a marketing research company.

Made sales forecasts and earned sales volumes in accordance with the sales forecasts at a market research company.

Managed all the marketing and sales promotion activities at a system integrator.

Communication skill:

Excellent communication and interpersonal skills adept by adjusting abilities of authors, writers, designers, etc., and making these into effective publications when in a publishing company.

The abilities described above were strengthened by the experiences that I had made at an advertisements company where now I used to belong.

Career History:

2014 – 2021

OFFICE US 6

(Own Business)

Translating various documents of healthcare, IT, and so on.

Teach Japanese at a school.

Coordinated shooting music videos.

Feb 2011 – Sep 2013

Elsevier Japan KK

Commissioning Editor

Planned projects for newly published books and made presentations to persuade CEO that the books I presented would be bestseller books and would make big profits for Elsevier.

Planned apps for iPad and iPhone.

Gathering information to make effective presentations.

Take the wheels for the projects for editing books that I presented.

Jul 2008 – Jan 2011

SEDesign Co., Ltd.

Outsourcer of marketing materials from a big global IT company

Director, Marketing and Sales Promotion

Directed all kinds of materials for marketing and sales promotions

Localized all the marketing creatives of the latest IT solutions for a German IT company.

Made and run campaigns selling IT solutions

Making customer success stories (reporting and editing)

Making advertisements

Writing catch copies.

Jan 2006 – Jun 2008

Nissay Information Technology Co., Ltd., Tokyo, Japan

Planned IT solutions and managed marketing activities

Consultant for IT Systems

Planned new solutions in the Healthcare field (i.e. made foreign health care cost reduction scheme to fit Japanese health care system.)

Made promising customer lists to boost the sales of IT systems.

Planning the strategy for putting advertisements in healthcare magazines and journals.

Decided which trade shows and conferences to participate, to effectively attract customers' attention to the healthcare solutions that tried to sell.

Jun 2003 – Dec 2005

Seed Planning Inc., Tokyo, Japan

A market research company

Chief Researcher / Leader, Hospital Information System Team

Did marketing research for Hospital Information systems, and supported making a marketing strategy for IT system vendors.

Made a start-up strategy to enter the healthcare market for certain IT vendors.

Did market research and planned marketing strategy for the Disease Management consortium in Japan.

Dec 1998 – Mar 1999

Reuters Japan Ltd., Tokyo, Japan

A news media

Product Executive

Planned and constructed and maintained information systems for the financial market, such as stocks prices, bonds prices, and so on

Apr 1993 – Oct 1998

Houken Publishing House

A publishing company

Editor

Edited the bestseller book that was sold about 100,000 copies each year and was sold 2,200,000 copies in all.

Planned and edited many kinds of books for health care.