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# HANAKO PASONA

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## OBJECTIVE

To seek a position as Marketing Assistant or Market Research Assistant in an international business environment utilizing my educational background and bilingual skills.

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## QUALIFICATIONS

- Proven analytical and problem-solving skills, team player with strong work ethic
- Advanced technical abilities in **MS Excel, Word, PowerPoint, Outlook, Adobe Photoshop, Illustrator**
- Excellent oral and written communication skills in **English** and **Japanese** (TOEIC 900 – September 2007)

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## EDUCATION

April 2004 – August 2008 CALIFORNIA STATE UNIVERSITY, COSTA MESA, Costa Mesa, CA

**Bachelor of Science in Business Administration** with an emphasis in Marketing Management

*Major GPA: 3.5/ 4.0, Dean's List Spring 2007, Spring 2008*

## COURSE HIGHLIGHTS

Marketing Management, Marketing Research, Internet Marketing, Consumer Behavior, Principles of Advertising, Advanced Advertising and Promotion, Business Communications

## SENIOR PROJECT

January 2008 – May 2008 iPhone Project (In-class project/ Business Management)

- Led a diverse team of 4 to develop a strategic business and marketing plans, promotional activities, advertising and target market analysis for Apple iPhone. Created survey questionnaires, collected and cleaned data using Excel. Received the highest score out of 5 project teams in the class.

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## EXPERIENCE

September 2007 – December 2007 *Seasonal Assistant to Business/ Marketing Department Chair*

**CALIFORNIA STATE UNIVERSITY, COSTA MESA**, Costa Mesa, CA

- Organized and coordinated the Annual Department Meeting of 2007.
- Assisted in creation of brochures, website updates, and direct-mail communications.
- Screened and routed phone calls, took messages, responded to e-mails, organized filing system.

January 2007 – March 2007 *Office Assistant* (Temporary Position)

**FUJI BANK**, Tokyo, Japan

- Provided administrative support to 15 employees in the Loan Department.
- Reviewed, filed and organized credit applications and legal document packages, performed heavy data entry, and answered all incoming calls.
- Coordinated domestic business travel, prepared expense reports and ordered office supplies.