RAN NAGOYA

Marketing Designer

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SUMMARY

Marketing designer in Vancouver. Before this I spent nearly six years as a mechanical engineer in Tokyo. I organize weekly meetups and make the Instagram content that fills them, and I build bilingual websites for small businesses and nonprofits, usually as the only designer on the project.

HIGHLIGHTS

- **13 Google and HubSpot certifications**: Google Ads (Search, Display, Video, Apps, Measurement, Creative, AI-Powered Performance and Shopping), Google Analytics, Campaign Manager 360, Social Media, Digital Advertising.
- **Seven sites built** in WordPress, Wix, Wix Studio and Squarespace. I was the **only designer on five** of them, and four are bilingual (English/Japanese or English/Spanish).
- **One of 21** on a social team while Instagram followers went from **2,472 to 5,447 (+120%)** in six months.
- Reels that reach the Explore tab. The strongest one got **29.5K views** and sent **1,074 people** to the profile.
- I work from numbers: Search Console, Instagram Insights, the team's funnel reports, and the attendance I log myself.
- **Japanese (native) and English**. I write, design and QA in both.

MARKETING & CONTENT

Event Organizer & Reel Team

Oct 2026 – Present

Yatta! Canada — international meetups, Vancouver

- Organize 2 weekly language-exchange meetups; across 12 shifts the room averaged **24 a night in October and 35 in November**.
- Posted Stories the night before 2 of 5 women-only Thursdays. Those nights averaged **26 against 17**, so I started logging bookings to find out whether the Stories were doing it.
- Produced 2 Explore-tab Reels: ILAC closure news (**29.5K views, 1,074 profile visits**) and one on tipping and the real cost of living in Vancouver.
- Made the Girls Meetup Reel for first-timers, the **top new-follow driver** among in-house videos in the team's report.
- Changed what I shoot after the team's **84-Reel review**. People-led subjects send viewers to the profile and store collabs do not, so we now run collabs for reach and measure them that way.
- Interviewed a fellow organizer on the record to source December's video content, and turned one session into two storyboards.

WEB DESIGN

Web Designer

2026 – Present

Client Projects — Vancouver, BC & Remote

- Rebuilt a PR specialist's WordPress site with a custom child theme, 12 posts translated into English, and structured data.
- Found **3,358 contact-form notifications** had failed since September 2024 with no copies stored, flagged it the same day, and rebuilt both forms with SMTP delivery.

- Built maniwasense.com solo in Wix in **4 weeks**. It is live in Japanese and English for a retreat that has not opened yet.
- Designed and built a four-page **English/Spanish** Squarespace site for Nutrilatina in 8 weeks, with a strategist leading strategy and copy.
- Created recruitment posters and a 1-hour Wix landing page for Izumi Dental Clinic, earning **8 applications in 2 weeks**.

Web Designer Nov 2026 – Present

Yatta! Canada — volunteer

- Designed and built a **7-page** site solo in Wix Studio on the free plan, live since November. **99K characters** of hand-written CSS, Organization/WebSite/FAQ structured data, and handover files in Figma and Notion.
- Replaced a printed sheet of nine unlabelled QR codes, and offers scattered across Instagram, with one coupon page that names every shop.

Web Designer Sep 2026 – Present

Toiro Voice Society — volunteer

- Cut a bilingual WordPress sitemap from **49 URLs to 35** after finding **44 of them unindexed**. The ones I took out were theme layout templates, form archives and leftover demo tags.
- Hand-wrote **32 titles and meta descriptions** across 16 pages in English and Japanese; English had run to 485 characters, Japanese stopped at 55.
- Cut **2.2 MB from every page load** by reissuing a site icon that was serving a 544 KB CMYK colour profile at four sizes.

ENGINEERING

Mechanical Design Engineer Apr 2020 – Feb 2026

Cosmo Koki Co., Ltd. — Tokyo, Japan

- Modeled products and sand molds in SolidWorks and iCAD, and ran casting and mold-flow simulations in JSCAST to catch defects before anything was cast.

EDUCATION

Diploma in Digital Marketing Fundamentals with Co-op Feb 2026 – Feb 2027

SELC College Vancouver — Vancouver, BC

Transferred from Tamwood Careers College. Coursework: Digital Marketing, Social Media Strategy, SEO, Website Planning.

Bachelor of Social Information Studies, Information Design 2016 – 2020

Otsuma Women's University — Tokyo, Japan

CERTIFICATIONS

Google, 2026: Google Ads Search, Display, Video, Apps, Measurement, Creative, AI-Powered Performance Ads, AI-Powered Shopping Ads; Google Analytics; Campaign Manager 360; Grow Offline Sales

HubSpot, 2026: Social Media Certification, Digital Advertising Certification

SKILLS

Design & Content: Figma, Photoshop, Illustrator, After Effects, Canva, Layout & Typography, Art Direction, Instagram Reels, CapCut

Web & CMS: WordPress (Elementor, Divi, Polylang, All in One SEO, child themes), Wix Studio, Wix, Squarespace, HTML/CSS, Responsive Design & QA, Bilingual (EN/JA) Builds

Marketing & SEO: SEO, Technical SEO, Structured Data (JSON-LD), Google Search Console, Google Analytics (GA4), Google Ads, Instagram Insights, Content Strategy, Funnel Analysis

Languages: Japanese (native), English (fluent)