

MIKARA KANI

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SUMMARY

A customer experience focused marketer with professional experience in digital marketing and community engagement. With a science background and hands-on marketing experience from professional roles and active involvement in grassroots esports communities, Mikara is seeking entry-level marketing positions with a focus on strategy and customer engagement.

EDUCATION

Salem State University, Bertolon School of Business (GPA: 3.86) May 2025

Bachelor of Science, Business Administration - Marketing

Academic Achievements: Dean Award, Project Yellow Light Ad Competition, Predictive Ad Spend Modeling, Marketing Analytics

PROFESSIONAL EXPERIENCE

Esports Marketing Coordinator Oct 2022 - Aug 2025

Traveling Controller

Boston Blue Beat - Boston, MA

- Contributed to marketing efforts for e-sports events (100-500+ attendance)
- Drafted sponsorship proposals including successful pitch to Junkfood Arcades for \$500 worth of product
- Created social media content and the #1 rank searched community website for New England FGC e-sports
- Coordinated with creative teams on promotional materials and event decorations

Bookseller

Nov 2019 - Oct 2021

Hudson News (Ink by Hudson) - Logan Airport, Boston

- Maintained Excel-based sales tracking systems and analyzed inventory data for optimization
- Executed weekly merchandising plans and managed bestseller displays

C-Store Sales & Merchandising Representative

Sep 2016 - Oct 2018

Acosta Sales and Marketing - New England Region

- Built CPG brand displays and executed in-store promotions across multiple locations
- Maintained client relationships and increased sales of customer brands by 15%

Brand Manager and Community Moderator

Feb 2013 - Mar 2014

Kirricorp - Remote

- Managed community and content strategy for player engagement and retention
- Coordinated presence at conventions including booth setup and live demonstrations
- Developed monthly digital marketing campaigns using Facebook ads
- Maintained 5+ artist contractor relationships

Sales Supervisor

May 2011 - Feb 2013

Office Max - Madison, WI

- Supervised team of 10+ associates and implemented training to meet sales targets

SKILLS

Marketing Tools: Google Analytics, Facebook Ad Manager, MailChimp, Canva, Instagram, Video Editing, Slack, Survey Monkey

Technical: Excel (Advanced), HTML/JavaScript (Basic), WordPress (Basic), JIRA, Agile/Scrum fundamentals, DaVinci Resolve, Figma, MySQL, Prompt engineering, 6 Sigma, Statistical analysis, Budget forecasting, Organic search, SEO, SEM, Copy writing, Web Analytics, Pivot tables, A/B testing, Survey engineering

Core Competencies: Content strategy, Community management, Event promotion, Data analysis, Social media, Research and reporting

Non-Professional Achievements: Successful entrant in the Night Mind: Candybowl short film competition in 2024, created a marketing strategy for Traveling Controller, and helped develop a mod ("Sleight of Hand") for Minecraft