

Kay Makishi

Full CV and testimonials available on KayMakishi.com/curriculum-vitae
+1.929.240.7509 | kaymakishi@gmail.com | New York City

10+ years managing complex projects with Fortune 100s, startups, and nonprofits e.g. United Nations.

EXPERIENCE

OWNER, CHIEF STRATEGIST

Makishi Apparel | 2018 - Present
New York, New York

Manage all strategy, design, and production resulting in pre-selling \$50,000 of product online in 30 days to launch small business. Responsible for all vendor negotiations, contracts, P&L, project workflow, B2B sales, and distribution. Source and manage all creative producers: photographers, videographers, manufacturers, and designers.

CHAIR, LEAD STRATEGIST

National AJET | 2013 - 2014
Japan nationwide

Designed strategy to quantify \$400MM soft power return-on-investment for Japan's largest internationalization program. Led 20-person international team to conduct qualitative and quantitative research reports. Led strategic partnerships with 10+ corporate affiliations and JET alumni associations (68,000 alumni from 70 countries).

EDUCATION

I studied anthropology in Tokyo and Okinawa.

SKILLS

I thrive in ambiguity, diverse teams, and complex challenges.

GLOBAL STRATEGIST

Erasmus Program | 2016 - 2018
Valencia, Spain

Led B2B market strategy for Spanish garment manufacturer's global expansion resulting in 140% increase in sales revenue. Managed all Japanese and English business operations: vendor contracts, import and export, workflow, translations, and marketing material creation with website developers. Worked in Spanish.

COORDINATOR, STRATEGIST

JET Program | 2011 - 2014
Fukuoka, Japan

Designed and implemented internationalization projects in Japan. Engaged 30,000 people. Led workshops and events on topics such as how to start a business, strategic planning for large-scale projects, and organizational change. Taught 100+ community classes. Organized 50+ events. Worked in Japanese.

OXFORD UNIVERSITY

Masters of Science | 2015 - 2016
Oxford, England

Economics & Business

Strategy & Operations
Business & Systems Design
Research & Analysis
Innovation Management
Process Management

STRATEGY FELLOW

Pacific Forum | 2012 - 2014
UN Geneva + Indonesia + D.C.

Designed business solutions for complex international security issues at the United Nations. Contributed human-centered design recommendations to address food, water, and energy security issues in Asia Pacific. Led qualitative research on business capacity building to solve international security issues.

PROJECT MANAGER, ANALYST

Digitas | 2009 - 2010
Chicago + Boston

Managed \$2.2MM internal budget using MS Project resulting in \$200,000 cost savings. Helped brainstorm client pitch resulting in \$500,000 additional business. Led project kickoffs, briefs, managed internal business, technology, and creative teams. Clients include: Disney, Bank of America, DeVry University.

PENN STATE UNIVERSITY

BA and BS | 2006 - 2009
State College, Pennsylvania

Advertising & Public Relations
International Studies

PM: MS Project, Excel, Jira, Asana, Basecamp, Slack, Trello
CMS: Wordpress, Squarespace, Shopify, Hootsuite, Planoly