



CONTACT

 igniteyspirit.com

 [linkedin.com/in/yoshikoslater/](https://www.linkedin.com/in/yoshikoslater/)

 yoshikoslater53@gmail.com

 Laurel, MD  301-367-4891

EDUCATION

EMERSON COLLEGE | BOSTON, MA

Bachelor of Science 2021-2025

Marketing Communication

Minors: PR, & Hearing and Deafness

LEADERSHIP

CO-CAPTAIN 2022-2025

Emerson Women's Soccer

- Led team to its first-ever NEWMAC Championship title and NCAA Tournament appearance.
- Built a culture of accountability, teamwork, and resilience for historic program success.

PEER TUTOR 2022-2025

Emerson College

- Faculty-referred tutor for 8 courses, including marketing and statistics.
- Credited by students as instrumental to their success in challenging courses.

LEAD TRAINER 2024-PRESENT

gRound Kickbox Fitness (Laurel, MD)

- Conducts one-on-one coaching along with guidance and motivation for clients.

PERSONAL TRAINER 2021-PRESENT

- Certified by ISSA (International Sports Sciences Association).

AWARDS/HONORS

- Magna cum laude May 2025
- Scholar-Athlete of the Year 2024-2025
- Gold Key Honor Society 2024-2025
- Dean's Honor List 2021-2025
- Research Published by the American Chemical Society 2020

YOSHIKO SLATER

CREATIVE MARKETING STRATEGIST

DRIVEN TO INSPIRE AND INNOVATE

PROFILE

Recent graduate with experience driving brand growth through strategic campaigns, compelling storytelling, and audience engagement. Skilled in brand identity, content innovation, and turning ideas into results. Collaborative leader who thrives on energizing teams and delivering bold, resonant brand solutions.

EXPERIENCE

SOCIAL MEDIA & MARKETING COORDINATOR JULY 2025 - PRESENT

gRound Kickbox Fitness (Laurel, MD)

- Ran the Member Appreciation Week campaign, producing strong engagement that led to being contracted for long-term social media management.
- In the first 30 days, grew Instagram reach by **+497.3%** (1,182 → 6,367 accounts) and account interactions by **+159.5%** (232 → 602).
- Within the first month, increased Instagram content views by **+327%** (5,165 → 22,048), with 52% from new audiences, and boosted Facebook engagement and views by **+154%**.

INDEPENDENT BRAND CONSULTANT

SPRING 2025

Uncle Lou's Gourmet Zydeco Sauces

- Delivered a **30+ page brand book** and created a **marketing campaign** that combined social media and cultural storytelling to grow and position the brand.

PR STRATEGIST/CREATIVE & TEAM LEAD

SPRING 2025

Beacon

- Led a team to create a community-driven **PR campaign** and **guerrilla event** using immersive art to raise awareness of Beacon's innovative technology.

MARKETING DIRECTOR & TEAM LEAD

FALL 2024

Experience Rhode Island

- Spearheaded a **strategic marketing campaign** to boost brand recognition and reposition ERI as a provider of all-New England tours.
- Developed a **Connections Plan** to forge partnerships with local businesses and community leaders.

SKILLS

STRATEGY & MARKETING

- Brand Strategy & Positioning
- Integrated Marketing Communications
- Campaign Management
- Digital Marketing

CREATIVE & CONTENT

- Content Creation
- Copywriting
- Storytelling
- Brand Messaging
- Creative Concept Development
- Canva
- CapCut

RESEARCH & ANALYTICS

- Market Research
- Consumer Insights
- Google Analytics
- Tableau