



CONTACT

 igniteyspirit.com

 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

9Round 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

A recent graduate with experience leading strategic marketing campaigns, crafting compelling messaging, and engaging target audiences. Skilled in brand identity development, storytelling, and innovation to drive growth. Proven ability to partner with clients, lead teams, and turn ideas into impactful actions. Thrives on breaking conventions and creating work that stands out. Ready to bring fresh perspectives, energize teams, and deliver resonant brand solutions.

EXPERIENCE

INDEPENDENT BRAND CONSULTANT

SPRING 2025

Uncle Lou's Gourmet Zydeco Sauces

A family-owned Zydeco Creole-inspired sauce company.

- Delivered a 30+ page **brand book** defining values, voice, audience personas, messaging and identity.
- Developed a **marketing campaign** that combined social media and cultural storytelling to grow and position the brand.

PR STRATEGIST/CREATIVE & TEAM LEAD

SPRING 2025

Beacon | Client through Emerson College

A health-tech company pioneering illness prevention with patented UV light technology.

- Led a team to develop a **PR campaign** using bold, community-driven tactics to raise brand awareness.
- Designed a **guerrilla event** using immersive art and storytelling to explain Beacon's innovative technology.

MARKETING DIRECTOR & TEAM LEAD

FALL 2025

Experience Rhode Island | Client through Emerson College

A tourism company offering curated experiences across Rhode Island and New England.

- Spearheaded a **strategic marketing campaign** to increase brand recognition and reposition Experience Rhode Island as a provider of all-New England tour experiences.
- Produced a **Connections Plan** to build partnerships with local businesses and community leaders.
- Created a **comprehensive social media plan** based on in-depth audit and analysis, aimed at engaging existing and new audiences.

SKILLS

STRATEGY & MARKETING

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

CREATIVE & CONTENT

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

RESEARCH & ANALYTICS

- Market Research
- Consumer Insights
- Google Analytics
- Tableau
- CRM
(Customer Relationship Management)