

Resume

Kenji Crosland
Cell: 1 360 390 8828
Email: kenji.crosland@gmail.com
LinkedIn: <http://www.linkedin.com/in/kenjicrosland>

CAREER HISTORY:

TeachStreet.com

(September 2010 – June 2011)

Company Description: TeachStreet is a dynamic online community that brings motivated learners and talented teachers together. Website: <http://www.teachstreet.com>.

Web Marketing Specialist/Project Manager (Sep 2010 – June 2011)

- Managed TeachStreet's [Featured Blogger Program](#), acquiring links from over 500 unique domains and increasing traffic to the website's highest converting category pages by over 50%.
- Wrote email campaigns for the Featured Blogger Program resulting in a 7% - 10% conversion rate.
- Designed and wrote copy for HTML email newsletters with an open rate up to 50%.
- Utilized SQL database queries to send targeted email campaigns to TeachStreet users to improve conversion rates for email campaigns.

Freelance Web Developer and Copywriter

(March 2009 – Current)

Project #1: [Goldhat.org](#), a database driven web application.

- Developed the site using Ruby, MYSQL, HTML, CSS and JavaScript.

Project #2: [Unready and Willing](#), My personal blog.

East West Consulting Co., Ltd.

(February 2007 – March 2009)

Company Description: East West Consulting is the largest Executive Search firm in Japan, with offices in Tokyo and Osaka. Website: <http://www.ewc.co.jp/en>.

Consultant (Oct 2008 – Mar 2009)

- Promoted to Consultant due to sales performance.
- Generated \$190,000 in revenue for FY2008.
- Gave a company-wide presentation on the principles of time management.

Associate Consultant (Feb 2007- Oct 2008)

- Recruited engineers for the semiconductor device industry.

Wall Street Institute Co., Ltd.

(October 2004 – September 2006)

Company Description: Wall Street Institute is an international school of English. The Japan Branch was closed in 2007. Website: www.wallstreetinstitute.com.

Instructor (Oct 2004 - Sep 2006)

- Selected out of over 100 applicants to represent the flagship branch in Japan.
- Designed and implemented original lesson plans.
- Created a student English level check system which was implemented into the sales presentation of the Japan Branch.

Aeon East Japan Co., Ltd.

(October 2003 – October 2004)

Company Description: Aeon East Japan is an English Conversation School in Japan.

Instructor (Oct 2003 - Oct 2004)

- Proofread student essays, resumes and other documents.

EDUCATION:

University of Washington, B.A. in English (2003); Minor in Japanese Linguistics.

- Graduated with distinction from the University of Washington Honors Program.
- Mortar Board Honor Society Member (only 50 members allowed per year).

CERTIFICATIONS/ACHIEVEMENTS:

- 1st place state winner and 7th place national winner in the [Voice of Democracy Essay Competition](#) (Out of more than 50,000 entries).
- 1st place state winner in the [National Peace Essay Contest](#).