

Yuki Fujimori

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Digital Marketing & E-commerce Professional with Analytical Background

Data Analysis | Content & SEO Fundamentals | Process Optimization

Detail-oriented professional transitioning from a background in Laboratory Science and Administration to Digital Marketing and E-commerce. Known for strong analytical thinking, documentation, and process-driven execution in regulated environments. Brings a structured, data-informed approach to content, web optimization, and digital projects, with a focus on building scalable, measurable systems.

Language Competencies

- English: fluent (Speaking, reading, writing)
- Japanese: Native language

Software Expertise

- WordPress & Elementor
- Google Analytics 4
- Microsoft Office (Word, Excel, PowerPoint)

Skills Summary

Analytical & Technical

Data analysis and interpretation; Technical documentation and reporting; Quality assurance and process validation
Risk analysis and compliance-based evaluation

Digital & Web Foundations

Content management (WordPress); On-page SEO fundamentals; Website structure and usability optimization
Performance tracking and reporting (GA4)

Professional Strengths

Project coordination and prioritization; Cross-functional collaboration; Strong written and verbal communication
High attention to detail and accountability

Work Experience

Test Method Verification Specialist / Associate Material Validation Specialist

Diagnostics Industry | AUG 2021 to NOV 2025

- Led structured validation and verification projects involving data analysis, documentation, and cross-team coordination.
- Designed risk analyses, work plans, and technical reports to support decision-making and regulatory compliance.
- Analyzed performance data across multiple studies (precision, linearity, sensitivity, method comparison) to support system transitions.
- Translated complex technical findings into clear documentation for internal stakeholders.
- Trained on and supported multiple analytical platforms, ensuring consistency and quality across processes.

Administrative Assistant

Travel Industry | APR 2012 to NOV 2018

- Managed client communications, scheduling, and documentation across multiple concurrent projects.
- Prepared quotes, invoices, itineraries, and client-facing materials with high accuracy.
- Coordinated logistics across vendors, accommodations, and transportation providers.
- Maintained structured records and customer data to support operations and reporting.

Sales

Automobile Dealership | APR 2010 to NOV 2011

- Engaged customers to identify needs and present appropriate solutions.
- Supported promotional activities and client follow-up to drive repeat business.
- Developed strong interpersonal and persuasion skills through direct customer interaction.

Certifications

- Google Digital Marketing & E-Commerce Certificate | Coursera 2026
- Google Prompting Essentials | Coursera 2026
- Google Analytics | Skillshop 2026
- GCP Training Certificate | NIDA Clinical Trials Network 2025
- Internal Audit Training – Quality Systems & Compliance 2024
- GCP, GMP, GLP, and QA/QC Fundamentals Certificate | Biotalent Canada 2021

Education

College Diploma in Bioscience Technology | Canada

Bachelor of Arts in International Communication | Japan

Volunteer experience

- Dumpsite Removal | Canada 2024
- Beach Clean-up | Canada 2023 and 2021
- Youth Gathering | Canada 2016
- Supported the Great East Japan Earthquake victims | Japan 2011
- Forested with mangroves | Indonesia 2009

References given upon request