

JOHN AUGUST DAY

Email	Online Resume	Phone
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SUMMARY

GLOBAL MARKETING MANAGER

International MBA with over 9 years expatriate work experience in Europe and Asia focusing on consumer purchasing decision analysis, profitable client targeting, brand loyalty and market segmentation strategies used for the conception and sales of total product packages in healthcare and financial services industries.

LANGUAGES

English (Native)	Japanese (Proficient)	French (Proficient)	Portuguese (Basic)
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DIPLOMAS/DEGREES

MASTER OF INTERNATIONAL BUSINESS STUDIES (MBA)

University of South Carolina - Darla Moore School of Business, Columbia, SC
Concentrations in Business Development and Japanese.

The University of South Carolina is currently ranked #1 and has been ranked in the top three in Graduate International Business education for over eighteen consecutive years by US News and World Report.

BACHELOR OF ARTS, ECONOMICS

University of North Carolina at Chapel Hill, Chapel Hill, NC

PROFESSIONAL EXPERIENCE

SOLAR INDUSTRY (Multiple Firms)

Orlando, FL, U.S.A. Independent Contractor - Senior Energy Consultant 2016 – Present

- Business development and sales of residential solar energy products for territories in the central Florida region
- Responsibilities include scouting, identification and assessment of suitable prospective clients for solar energy products, product presentations, contract negotiations and closings
- Provided additional support to rapidly growing startup in marketing, client information management, client retention strategies, event planning, brand identity creation and sales process optimization

UNIVERSITY OF FLORIDA

Gainesville, FL, U.S.A. Professor of Japanese 2015 – 2016

- Led college courses: Japanese 1, Japanese 2
- Received consistently high performance evaluations

CENTRAL TEXAS COLLEGE

Killeen, TX, U.S.A. Professor of Japanese, Finance and Business 2006 – 2015

- Led college courses: Japanese 1, Japanese 2, Business Management, Small Business and Personal Finance
- Employed by one of three colleges and universities contracted by the US Military to instruct Japanese and other college course inside military bases in Yokosuka and inside US Navy vessels during deployment
- Received consistently high performance evaluations

HORIBA MEDICAL, S.A.

Montpellier, FRANCE Global Marketing Analyst – Healthcare 2004 - 2006

- Provided strategic management decision-making support to French and Japanese top management aimed at maximizing bottom-line profitability for multi-national hematology and clinical chemistry instrument manufacturer

- Integrated, analyzed and interpreted internal company data and external healthcare market information in order to direct R&D and sales departments
- Comprehensively analyzed global markets to understand the total purchase decision-making processes of prospective clients and avoid missed revenue forecasts of entire product line
- Reported daily with oral and written communication in English, French and Japanese

CHARLES SCHWAB & CO., INC.

Phoenix, AZ, U.S.A. Tokio Marine Innovation Network Project Leader 2000 - 2002
 Orlando, FL, U.S.A. Global Client Services Investment Advisor 2002 - 2004

- Designed new regulatory control system to expedite operations and minimize human error in completing tasks involving compliance and legal documentation
- Co-directed Schwab Tokio Marine Innovation Network aimed at optimizing Japan business model
- Responsible for operations, security transactions and advisory support for international clients in English, French, Portuguese and Japanese
- Series 7 and 63 licensed with additional certifications in financial analysis and trading analytics

COMPUTER SKILLS

Microsoft Office (English, French and Japanese versions) / Microsoft Project / HTML / SPSS

HONORS/ACTIVITIES

Japanese Language Proficiency Exam – Level One (Highest)
 Exemption from USC-MIBS Overseas Japanese Language Requirements
 MIBS Japanese Track Representative
 Alliance Francaise de Sendai
 Graduate Assistantship Scholarship, University of South Carolina