

# Haru Kobayashi

Data-driven CRM & Automation Strategist with 4+ years optimizing multi-million-user ecosystems across AEP, SFMC, and GCP.

## Contact

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## Skills

Skill	Experience	Proficiency
Adobe Analytics	3.5 years	Advanced
Google Analytics	1 years	Intermediate
SFMC	2.5 years	Advanced
AEP/AJO	2.5 years	Advanced
GCP	1.5 years	Intermediate
Python	1.5 years	Intermediate
SQL	2.5 years	Advanced

## Hobbies

- Tennis
- Running
- Reading

## Work Experience

### dip Corporation (TSE Prime Listed)

Section Manager, Product Development Division

SEPT 2024 - OCT 2025 | TOKYO, JAPAN | [www.dip-net.co.jp](http://www.dip-net.co.jp)

- Led a CRM team (7 FTE + 13 contractors) managing multi-channel automation for Japan's largest job platform.
- Served as **Project Manager (PM)** for the **MA tool migration** of "Baitoru" and "Hatarako."
- **Integrated Salesforce x Adobe Experience Platform x Google cloud platform**, enabling 1.5M+ personalized journeys per month.
- Built end-to-end pipelines (5M+ records per day, 99.9% uptime) across AWS & GCP.

### CRM/ Web UX Designer, Product Development Division

APR 2021 - SEPT 2024

- Achieved **+120% CVR** by designing data-driven marketing campaigns and optimizing 1.2M+ daily email sends.
- Reported in-depth data analysis with Adobe Analytics and strategic planning.
- Led website recommendation system improvements, resulting in a **118% increase in CVR**.

### J-EXIM Inc.

Sales Associate/ Database Management

SEPT 2019 - OCT 2025 | CALIFORNIA, USA | [www.jeximinc.com](http://www.jeximinc.com)

- Developed new internal workflow automations using VBA and Google Apps Script, reducing manual data entries and reporting time by 30-40%.
- Rebuilt and optimized data structures (Access / SQL) to improve data accuracy, quoting speed, and cross-team visibility.

## Education

### Technical University of Munich

Msc in Management and Digital Technology

OCT 2025 - PRESENT | HEILBRONN, GERMANY

### State University of New York

BS in Business Administration

SEPT 2015 - SEPT 2019 | NEW YORK, USA