



AYA SUZUKI

Copywriter / Transcreator / Strategist

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Profile

Copywriter with 20 years of experience specializing in audience insights, brand strategy, ideation, concept, and execution in digital and traditional media.

Key Activities

- Copywriting for in-store pop-ups, social media, and SEO.
- Transcreation from English / French to Japanese
- Experience working with luxury brands such as Marriot hotel, SK-II (Skincare), and tech brands such as Google and au.

RECENT EXPERIENCE & HIGHLIGHTS

Senior Copywriter

Freelance - Paris, France (2014 - Present)

Google Android :

Developed and optimized UX strategy and experience with the designer and localized English copy into Japanese to help local users understand the products and give them the tools to make the best-informed decision to choose the right product for them. It has contributed to the business by increasing the site traffic and interaction.

Marriott Hotel Group :

Led a content strategy for social LINE activities across multiple hotels within the group; we developed different tones and originality for specific hotels to differentiate from other brands or seasons. Each content averages around 10K likes and 200+ comments. (Always good to put some results)

DIESEL :

Developed concepts for websites and social media communications for Diesel's pop-up store event in Ginza. Also established copy for multiple touch points from start to end of the events.

Brand Copywriter

Beacon Communication- Tokyo, Japan (2000 - 2014)

SK-II :

Contributed to developing a global campaign for SKII and led and managed all of the copy for TV, print, web, and OOH campaign that lasted for five years.

FEMME CARE BRANDS :

Specialized in brands for women and contributed to developing brand positioning in Japan by setting brand tones for ads that include copywriting, shoots, and editing that averages four years per brand. Brands such as Max Factor, Whisper, Wella and Virginia Slims.

WHAT I CAN DO FOR YOUR COMPANY

Creative Strategy

Successful application of consistent brand messaging across both traditional and non-traditional marketing and using different methods to reinforce each other.

Cross-functional Team

Foster and collaborate with both large and small multi-disciplinary teams as well as geographically dispersed and outsourced teams.

Transcreation

Create locally authentic output for the Japanese market with knowledge of French and Japanese cultures.

LANGUAGE

English, French, and Japanese.

EDUCATION

Dokkyo University (1995 -1999)

BA in French Language and Modern Art

– (Equivalent to Bac +4)

AWARDS

2019 The WeBBY awards - DoCLASSE

2012 "Promotion Magazine" Companyaward - Ebara Food "Korean boyfriends mom cooking"

2009 Japan magazine advertisement award

Gold award - SK-II Kodan-Sha Magazine award 1st Prize - SK-II

The Ministry of Agriculture Advertisement

Poster Competition (Human Rights) Jury award by Ministry of Justice

2002 One Show Merit Award / Beacon