

Fuko Abe

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PROFILE

MSc Marketing student with a strong background in retail sales and customer experience. Passionate about brand strategy and consumer engagement, with hands-on experience negotiating B2B contracts and developing customer-centric concepts for retail spaces. Seeking a marketing role to build a long-term career as a brand manager in the retail industry.

EDUCATION & QUALIFICATIONS

University of Exeter – MSc Marketing Sep 2024 – Sep 2025

- Predicted Grade: Distinction
- Relevant Modules: Marketing Strategy, Integrated Marketing Communication, Brand Design, Digital Marketing Planning
- Project: Marketing in Practice; Building a marketing plan, including social media content suggestions to enhance brand engagement, for a local business
- Awarded Global Excellence Scholarship for academic achievement (£7,500)

University of Tsukuba – BA Art & Design Apr 2016 – Mar 2020

- GPA: 3.35 (UK 2:1 equivalent)
- Relevant Modules: Visual Design Thinking, Communication Art and Design, Basic Practice in Technique (Photography)

RELEVANT WORK EXPERIENCE

Sales | MARUI GROUP CO., LTD | Tokyo, Japan Apr 2020 – Aug 2024

- Strengthened relationship-building skills, negotiating B2B commercial letting contracts, and securing deals.
- Developed strong analytical mindsets through different sales data analyses.
- Enhanced resilience through negotiating conflicting requests and closing five new partner deals in six months (120% of target).
- Gained organisational skills through negotiating six rent increase agreements with existing partners, achieving top departmental ranking.

Sydney Romantics – Branding & Design Virtual Experience (Forage) May 2025

- Created a brand collaboration proposal, including product concepts, influencer suggestions, and social media content strategy.

- Planned a launch event and designed promotional materials to support campaign visibility with Adobe Photoshop, Illustrator and Canva.

WORK EXPERIENCE

Front of House Staff | Goto | Exeter, UK

Apr 2025 – Present

- Strengthened organisational and teamwork skills by serving up to 30 customers while maintaining high service and hospitality standards in a fast-paced environment.
- Enhanced verbal communication skills through fostering positive customer interactions, improving guest satisfaction, 4.7/5.0 Google rating.

Steward | Exeter Phoenix | Exeter, UK

Apr 2025 – Present

- Support art and culture events and exhibitions, enhancing the visitor experience by guiding visitors, answering questions, and ensuring events run smoothly.
- Demonstrated interpersonal skills and flexibility by interacting with diverse visitors.

Sales Associate | SM2 olohuone | CAN Co., Ltd | Ibaraki, Japan

Jun 2017 – Feb 2020

- Developed customer service skills to drive sales and promote brand loyalty.
- Supported visual merchandising, inventory restocking, and organisation with accuracy and high attention to detail.

CERTIFICATES

Google Digital Academy (Skillshop) | Google Analytics Certification

Jul 2025

- Showcased abilities to set up a Google Analytics 4 property for a website or an app, collect the necessary data for business, and recognise key measurement features

HubSpot Academy | Social Media Marketing

May 2025

- Improved social media marketing skills, including content strategy, social engagement, and creating social media policies, as well as CRM tools.

SKILLS & INTERESTS

- **IT:** Proficient in Microsoft Office, Canva, Adobe Photoshop, Adobe Illustrator, Canva, Capcut
- **Languages:** English (Fluent), Japanese (Native)
- **Brand Strategy ([Portfolio](#)):** Showcasing recent projects related to my MSc and other experiences.
- Competitive tennis player; actively building a community and playing weekly.