

Marina Takara
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EDUCATION

The University of Chicago

B.A. Computer Science, B.A. Media Arts and Design
GPA: 3.7 | 4 Year National Merit Scholar

Chicago, IL
Expected, June 2025

EXPERIENCE

University of Chicago Booth School of Business

Digital Marketing Intern

Chicago, IL
Oct 2022 - Present

- Gather research on newest industry advancements with an emphasis on AI, such as Google's Search Generative Experience and the effect of generative content on Search Engine Optimization, to guide Booth's marketing decisions
- Create weekly and monthly reports of advertisement performance through analysis of 4,000+ email data points
- Worked with a team of 5 to create 60+ new pages for Booth's staff website through Sitecore, optimizing SEO and accessibility through proper practices, including HTML tags, alt texts, and front loaded keywords
- Reviewed and contacted 1,000+ potential backlinks through SEMRush to strengthen Booth website's domain authority
- Authored 35 page report comparing Booth and competitor domains to identify areas for SEO improvement, setting framework for coming year's blog content and landing pages

University of Chicago Center for East Asian Studies

Undergraduate Student Research Assistant

Chicago, IL
Oct 2022 - Present

- Assist in the research, exhibition, and teaching of Japanese art history with a special focus on the Edo period
- Labeled and matched 200 artworks with checklists and 3D models of exhibitions to ensure accurate exhibition writings
- Translated a total of 40 pages of Japanese writing to English, including poems, articles, and art works
- Proofread 300+ pages of final draft of *Meiji Modern: Fifty Years of New Japan* by research mentor Chelsea Foxwell

MODA Fashion Magazine

Assistant Visual Design Editor

Chicago, IL
Sep 2021 - Present

- Designed 20+ layouts for quarterly fashion magazine, balancing visuals, photographs, and articles with Adobe InDesign
- Transformed over 50 photos to align with the magazine's envisioned aesthetic through Adobe Lightroom and Photoshop
- Collaborated with a diverse team of more than 10 members to ideate and curate the magazine's thematic direction

UChicago Japanese Student Association

Founder, President

Chicago, IL
Aug 2021 - Present

- Founded the Japanese Student Association at the University of Chicago
- Recruited 8 board members for unique roles to coordinate club's bimonthly activities with average 50+ attendees
- Coordinated with Japanese companies to hold recruitment sessions and resume/interview workshops for 30+ students
- Foster relationships with Japanese families in Chicago and The Consulate-General of Japan
- Collaborated with local organizations to facilitate activities for the public, including annual Matsuri summer festival and Hanami cherry blossom festival with expected attendance of 100+ members of the community

University of Chicago Summer Research Institute

Mycology Researcher

Chicago, IL
June 2022 - Apr 2023

- Researched the development of mycology (the study of fungi) in Japan during the late 19th to early 20th century
- Examined 2000+ pages of scholarly articles, cultural pieces, and modern texts in both English and Japanese
- Shared findings at two research symposiums to an audience of 200+ people through posters and stage presentations

PROJECTS

Creative Coding: Personal Portfolio Website, Anime Reviews Website, CSS Still Life (all available via my GitHub)

Art Installation: Surveilling House Filled with Fog, *Concept* exploring AI in contemporary art (available via my GitHub)

SKILLS

Languages: Native fluency in Japanese & English

Software: Miro, Sitecore, Figma, TouchDesigner, Adobe Creative Cloud, Microsoft Excel, Sprinklr, SEMRush

Coding: Javascript, HTML, CSS, Java, C, Python, Mathematica, R, DrRacket

Interests: Digital graphic design & illustration, fashion & sewing, extensive Wikipedia scrolling