

EMILY TSUDA ANDERSON



CONTACT

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🔗 [EmilyTsuda.com](https://www.EmilyTsuda.com)

EDUCATION

- **B.A Advertising & PR**
Grand Valley State University

SKILLS

- ✓ Bilingual: Japanese
- ✓ Adobe Photoshop
- ✓ Adobe InDesign
- ✓ Microsoft Office
- ✓ HTML
- ✓ WYSIWYG
- ✓ EPIC/APRIMA

CERTIFICATIONS

Google Analytics
HubSpot Inbound
Hootsuite Platform

SOCIAL

📷 [@EmilyTsuda](https://www.instagram.com/EmilyTsuda) [@pointers_for_pointers](https://www.instagram.com/pointers_for_pointers)

🌐 [linkedin.com/in/emilytsuda](https://www.linkedin.com/in/emilytsuda)

MARKETING EXPERIENCE

● GlassHive

Senior Customer Success Manager

JUNE 2025 - PRESENT

Customer Success Manager

SEP 2018 - MAY 2019

- Onboarded and supported vendor partners using GlassHive to drive adoption and retention
- Delivered product demos and training sessions to accelerate partner success and CRM proficiency
- Provided strategic guidance to optimize sales and marketing workflows within the platform
- Resolved technical issues and delivered timely solutions to ensure seamless CRM usage
- Built strong relationships with partners using industry expertise in the MSP space

● Emily Tsuda LLC, Social Media Strategist/UGC Creator

JULY 2020 - JUNE 2023

- Partnering with brands like Qdoba, Rowdy Energy, and Fab'rik to create UGC
- Consulted global brands independently: Coca Cola, Johnson & Johnson, Gatorade, etc.
- Built a marketing plan for influencers on Instagram through 1:1 teachings and student advising to create collaborations with brands, generating a 45% increase in impressions from one post
- Created a system of 900 customized hashtags based on niche, resulting in a 21% increase in organic follows from one post

● Coalition Apparel, Social Media Strategist

JULY 2020 - SEPT 2020

- Researched and communicated social media strategies by building relationships with 50+ new and existing retailers in the B2B space
- Increased social media impressions and online sales
- Collaborated with PETA and 5 social media influencers with a combined following of 125 million
- Filmed and co-produced a campaign video advertisement

HEALTHCARE EXPERIENCE

● HomeMD, Care Coordinator/Patient Liaison

JUNE 2023 - JUNE 2024

- Manage complex APS cases with diligence and expertise
- Patient advocate with effective communication skills for engaging with guardians and DPOA's
- Consulting with the Behavioral Health Integration (BHI) team for holistic healthcare solutions

● Spectrum Health/Corewell Health, Nurse Technician

NOV 2021 - JUNE 2023

- Provide care to 12 patients, paying attention to detail, in a fast-paced priority shifting environment
- Report patient medical concerns through written and verbal communication to the nurse and physicians
- Received a Daisy award, nominated by a patient who felt they received excellent care