

## Contact

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## Top Skills

FMCG

Consumer Products

Advertising

# Naoki Ishida

Co-Founder at Litmus

Japan

## Summary

My career started at Procter & Gamble, where I'd learnt about 1) Marketing for consumer products, defining target, building communication and developing execution, 2) Engaging others in positive way and 3) Understanding of core / essence of business. Now, I am working for e-Commerce company, Rakuten, to accelerate its global business and branding in outside of Japan. I am leading multiple projects from 1) Marketing Campaign, 2) Brand Activation and 3) Eco-system Development, as well as budget and organization management. I am still learning a lot!!

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## Experience

Litmus

Co-Founder

November 2022 - Present (7 months)

Tokyo, Japan

PicsArt Inc.

General Manager

July 2019 - November 2022 (3 years 5 months)

Japan

Facebook

Manager, Planning and Operations

September 2016 - June 2019 (2 years 10 months)

Within 23 wards, Tokyo, Japan

Rakuten

4 years 6 months

Vice Head of Global Marketing Department

September 2015 - September 2016 (1 year 1 month)

Japan

Responsibility is very broad, including global campaign expansions (incl. offline advertising), marketing solution/tool integration, marketing operation

enhancement, partnership, marketing capability building/knowledge sharing, brand awareness enhancement, corporate/consumer PR, and envisioning a global/diversified team.

#### Head of Global Initiative Office

April 2012 - September 2015 (3 years 6 months)

Singapore / Japan

Ultimate goal is to grow the business and brand around the world, My team is fully responsible following area.

- Global Campaign launch

Establish company's signature marketing campaign and expanding to launch countries with global subsidiaries. Plus, develop / launch customized marketing initiative which can overcome each country's issue

- Membership enhancement

Build new membership of company ecosystem by leveraging online/offline advertisement, partnership and so on.

- Test New Marketing Solution

Qualify a marketing model which can work to drive business and brand around the world. Once succeed to qualify, start to expand with full scale.

#### P&G

Assistant Brand Manager

April 2009 - March 2012 (3 years)

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## Education

University of Tokyo

Master's degree, Public Policy · (2007 - 2009)