

Mimi Sadoshima

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Summary

I am a digital creative with a passion for journalism and storytelling that presents valuable information from a compelling perspective. My diverse background includes design, digital marketing, academic research, and advanced degree courses in the sciences. I excel in using my diverse experiences to examine topics from multiple and cross-disciplinary viewpoints in order to generate unique story angles and ideas. I thoroughly enjoy being part of the development process that follows such ideas from conception to completion. From my work in the lab to development production and content creation, I thrive in collaborative spaces that foster innovation and integrate convergent knowledge into an impactful, cohesive, and creative whole.

Qualifications

- Excellent writing skills and verbal communication for both the creative and academic spaces
- Adept at conducting interviews, giving presentations, and drafting research treatments
- Background in science, biotechnology engineering, academic and laboratory research
- Developed two businesses from the ground up including content creation, social media, and marketing
- Adaptable and resourceful with an avid curiosity for business, finance, and marketing trends

Professional Experience

The Witch & Wand, Los Angeles, CA

12/2019 – Present

Creator of thewitchandwand.com (artistic store of handcrafted goods)

- Establishes a distinct brand identity across the website, social media, and online store
- Drafts market research briefs to increase sales and visitors; the store and website each average about 3,000 visits per month currently
- Generates content for social media in both blog and video format to target Gen Z and Millennials; current IG engagement rate is 4.4% for overall likes and comments
- Produces email marketing campaigns; contact list has grown to 500 with an open rate of 40%
- Manages Adwords account with a current click-through rate of 3.6%

Editor, Los Angeles, CA

12/2018 – Present

Freelance Editing and Communications

- Edits grammar and reviews documents for cohesiveness, word choice, voice, and narrative
- Provides guidance on technical papers and sensitive communications
- Conducts pre-interviews for potential event speakers and panelists

Fizz & Pop, Los Angeles, CA

10/2017 – 01/2019

Founder/Parent Educator

- Created fun and engaging parenting courses, social posts, blog articles, DIY projects, and videos
- Acted as development producer, drafting research briefs and treatments for video content
- Managed social media platforms and email campaigns targeting inquisitive and smart Millennials

Interior Designer, Los Angeles, CA

06/2015 – 07/2017

Freelance Residential Interior Designer

- Produced renderings using CAD, Photoshop, and Illustrator for interior remodels and managed budgets up to \$25,000 (career shift post graduate studies, design school, & maternity leave)

California Institute of Technology, Los Angeles, CA 09/2009 – 09/2010
Researcher funded by California Institute of Regenerative Medicine (CIRM)

- Successfully investigated the etiology of autism spectrum disorder and schizophrenia in a stem cell model and was selected by program leadership to attend the CIRM Grantee Meeting
- Streamlined stem cell isolation techniques for lab teammates, reducing processing time by 30%
- Gave educational presentations to facilitate interest in biotechnology

Child Counseling and Behavior Therapy Clinic, Los Angeles, CA 08/2005 – 09/2006
Behavior Interventionist

- Worked in homes and schools with children diagnosed with autism spectrum disorder and/or developmental delays to improve behaviors, communication, and social skills

Moiiliili Community Center, Honolulu, HI 09/2004 – 06/2005
After-School Program Coordinator

Education

General Assembly 02/2018 – 04/2018
Digital Marketing Certification

Fashion Institute of Design and Merchandise (FIDM) 09/2014 – 06/2015
Interior Design Coursework

Pacific Graduate School of Psychology (PGSP) & Stanford University 09/2011 – 07/2012
Coursework in Doctor of Philosophy Clinical Psychology Program, GPA 3.97
Joint Doctoral Program between PGSP and Stanford University

California Institute of Technology 07/2010 – 09/2010
Advanced Course on the Culture of Mouse Embryonic Stem Cells

University of Southern California 07/2010 – 09/2010
Human Stem Cell Culture Techniques Training

Post-baccalaureate Studies 09/2007 – 06/2010
Psychology, neuroscience, biology, GPA 4.00
Coursework completed at the University of California, Los Angeles, Pepperdine University, Santa Monica City College, Los Angeles City College, and Pasadena City College

Undergraduate 09/2001 – 06/2005
Bachelor of Arts in Theater, GPA 3.62
University of Hawaii at Manoa, American University of Paris, and the University of California, Los Angeles

Awards/Grants

Julia Ann Cannon Scholarship, Pasadena City College 04/2010
Recognition and appreciation of efforts in the biotechnology program

California Institute of Regenerative Medicine Grant Recipient 09/2010
Grant recipient for stem cell research and presenter at the 2010 CIRM conference