



# LEAH WORKMAN

## Business Development Director

📍 South Bay (Greater Los Angeles Area), California – Fully Remote

📧 (email for phone number)

✉ leah.workman@gmail.com

in linkedin.com/in/leahworkman

## Skills

Humor, Teamwork, Drive, Loyalty

## Human Languages

**JAPANESE:** Full professional proficiency, 20+ years in a multilingual business environment

## Design & Creatives

Over 15 years using the Adobe Suite of products, Photoshop, InDesign, Acrobat + more to create extremely effective designs both web, print, and large format banner (tradeshow)

## Productivity / Creative Software

### Design & Creative Applications:

- Adobe Photoshop
- Adobe Acrobat Pro including catalog design
- Adobe Lightroom

### Content Management Systems (CMS):

- Out-of-the-box CMS (e.g., WordPress, Drupal)
- Custom CMS Development

### Ecommerce Platforms:

- **Shopify** - front end and resource development
- **Cratejoy** (for subscription box businesses)

### Customer Relationship Management (CRM):

- Zendesk
- Zoho
- Netsuite

### Project Management & Communication:

- Slack
- Google Docs

### Other:

- Microsoft Office Suite (Word, PowerPoint, Excel, Access, Outlook) -
- NetSuite - including working to develop specific routines and modules for company workflow efficacy
- Various DNS Tools

## Online Marketing Software

- **Marketing Automation Platforms:** Facebook Business Manager, Meta Business Suite, Mailchimp
- **Advertising Platforms:** Google Ads, Facebook Ads
- **Analytics Tools:** Google Analytics Suite
- **SEO Tools:** Google Search Console (formerly Google Webmaster Tools), Moz, Ahrefs
- **Ecommerce Feeds:** Google Merchant Center
- **Survey Tools:** SurveyMonkey & more

## Summary

### Leah Workman

An accomplished **Digital Business Development Director & Consultant**, Leah Workman brings a unique blend of strategic insight, technical expertise, and cross-cultural acumen to every project. Known for her humor, drive, and unwavering loyalty, Leah excels in optimizing marketing, IT, and design work to deliver measurable business results.

Leah's career highlights include serving as **V.P. Digital Business & Marketing Development Director** at HairArt Intl Inc., where she spearheaded the development of the company's ecommerce platform, driving substantial revenue growth. As a seasoned **Digital Business Development Consultant**, she has delivered comprehensive solutions across industries, focusing on optimizing digital assets, marketing strategies, and brand positioning to achieve client goals.

A graduate of Waseda University with a Bachelor's degree in Political Science, Leah holds the distinction of being the first Western student in the prestigious Political Science and Economics department. Her career is marked by successful website launches, branding initiatives, and marketing campaigns for high-profile clients. Her ability to evaluate agency deliverables and ensure top-tier performance positions her as a trusted advisor for organizations seeking impactful results.

Leah has been fluent in multiple languages and adept with a range of productivity and creative software, online marketing tools, and coding frameworks. This combination of technical proficiency and business insight enables her to bridge the gap between creative vision and operational execution, making her an invaluable partner for businesses looking to thrive in competitive markets.

## Work History

2018 -

Nov. 2023

### V. P. Digital Business & Marketing Development Director

HairArt Intl Inc. Gardena, CA

- Drove the development of HairArt Intl Inc.'s ecommerce property, resulting in a remarkable 700% increase in direct revenue within 2.5 years.
- Created and developed the houseofeuropenhair.com website, leveraging SEO and effective branding strategies to organically increase traffic and leads by over 800%.
- Successfully created and branded the men's division, hehmens.com, resulting in a staggering 2000% increase in inbound contacts and leads for the Men's line.
- Developed and implemented affiliate programs that significantly increased revenue and energized fans, fostering brand loyalty and engagement.
- Skillfully renegotiated technical contracts, resulting in substantial cost savings of thousands of dollars per year.
- Conducted thorough interviews and strategically hired a new cohesive marketing team, fostering collaboration and driving overall team performance.
- Modernized processes and tools, optimizing efficiency and freeing up staff time for outbound sales and enhanced customer care.

Developed, designed, strategized, built, and maintained (front-end and back-end the following web properties:

<https://hairartproducts.com>

[houseofeuropenhair.com](https://houseofeuropenhair.com)

[hehmens.com](https://hehmens.com)

<https://nationalhair.com>

<https://joewell.hairartproducts.com/>

2018 -

Oct. 2023

### Digital Business Development Consultant

ArtisanCrew / Various

- Provided comprehensive digital business development consulting services to a diverse range of clients, including branding projects, UI/UX consultation, product market entry consulting, influencer marketing, marketing budget allocation, CPA consulting, market research, and business development consulting.
- Collaborated with clients to develop effective marketing strategies and tactics, resulting in increased brand visibility, customer engagement, and revenue growth.
- Conducted in-depth market research and analysis to identify market trends, customer preferences, and competitive landscapes, providing valuable insights for informed decision-making.
- Reviewed and evaluated the efficacy of current marketing and tech vendors, recommending improvements and optimizations to enhance performance and ROI.
- Worked closely with clients to develop and execute successful influencer marketing campaigns, leveraging key influencers to drive brand awareness and customer acquisition.
- Managed marketing budgets and allocated resources effectively to maximize ROI and achieve business objectives.
- Developed and maintained strong relationships with clients, ensuring high levels of client satisfaction and repeat business.
- Provided consultation and guidance on UI/UX best practices, optimizing user experiences and enhancing customer satisfaction.
- Collaborated with cross-functional teams to successfully launch new products and services, ensuring smooth market entry and adoption.

- **Content Marketing Tools:** Shortstack (for contests and giveaways)

## Markup Languages / Frameworks



HTML, CSS, Bootstrap

## PASSIONS

I am passionate about partnering with mission-driven companies that prioritize ethical practices and local hiring.

My approach to marketing is ROI-focused, maximizing impact within budget constraints. I excel at identifying cost-effective marketing and branding strategies with high reach potential. Additionally, I leverage creative lead generation techniques to consistently drive results.

My ideal work environment fosters collaboration and growth within a healthy company culture. I am not drawn to corporate behemoths or predatory startups. Instead, I am motivated by companies that create exceptional products, are led by visionary leaders, and prioritize a positive work experience for their employees. I prefer the manufacturing industry, green industries and businesses that focus on job creation rather than constant rounds of funding procurement.

## SALARY REQUIREMENTS

From 135k annually

From \$145 to \$375 hourly project based.

## REFERENCES

Will provide when asked.

- Worked with notable clients such as JSTerrace, KaizenSkincare, City of Kobe (Japan), Yamaha Music - Education division, and Automotive IoT Start Up aptpod, delivering exceptional results and contributing to their success.

Clients of Note:

JSTerrace

<https://jsterrace.com/>

KaizenSkincare

<https://kaizenskincareshop.com/>

City of Kobe, Japan:

<https://kobestartup.com/>

Yamaha Music - Education division:

<https://musicians.online/>

Automotive IoT Start Up aptpod:

<https://www.aptpod.com/automotive-pro/>

to -  
August 2017

V. P., Lead Digital Marketer / eCommerce Director (10 + years)

Artisan Crew Engineering Inc.

*SR. UX DEVELOPER / BRAND CREATOR & ADVOCATE / SOCIAL MEDIA MARKETING STRATEGIST / CROSS-CULTURAL ADVISER / E-COMMERCE DIRECTOR*

### OVERVIEW:

- Continually executed high level market sector research in order to develop marketing & website development plans for American and Japanese corporate clients.
- Executed the planning, design, and optimization of highly successful websites, social media properties, brands and campaigns.
- Designed the creatives (graphics, image macros, photography, set direction, art direction, print materials, & written contents) in high pressure environment that demanded advanced multilingual capabilities, a cool head, and the ability to maintain a sense of humor under extreme situations.

### BRANDING AND MARKETING:

- Created and developed original brands (internal and client properties such as Massager Machines & More, Artisan Socks, Cushzilla, Takino Shirts)
- Executed the branding via front end design (HTML / C.S.S. / Graphic Design / Art Direction) and online social media properties for both major clients in industries from travel to heavy machinery, and all internal properties
- Saw brand life-cycles through from the concept stage, to marketing strategies, to social media properties, to logos, to advertising opportunities to budgeting and responsibility for R.O.I.s

### CLIENT BUSINESS SECTORS:

#### • MANUFACTURING B2B:

International office supply manufacturer, Digital x-ray machinery, Dewatering equipment manufacturer, Scientific instrument manufacturer, Motorcycle parts manufacturer, Men's shirts & accessory manufacturer, Pet wigs, Health & relaxation goods manufacturer & importer

#### • SERVICE INDUSTRY B2C:

International travel, Post doctorate grants and resources, International use portable wifi / mifi device rental, Japanese heavy machinery manufacturer's rep., Local real estate, Fly fishing fly sales

### SOFTWARE AND HARDWARE (I.T. Generalist):

- Researched, sourced and negotiated costs for and / or implemented and maintained I.T. solutions for both clients and internally, including but not limited to S.S.L. certificates, I.I.S. based web-servers, web-server and mail-sever management (Exchange, Imail, other), dedicated hosting oversight / key contact person, bar code scanning software and devices, third-party spam filters, V.P.N. implementation, Hard and Software Firewall issues, Internet connections and I.S.P.s, trade show presentation hardware and software, and antivirus solutions.
- Windows server maintenance, D.N.S. record management and monitoring, domain name management, connectivity issue monitoring
- Lead troubleshooting efforts in both English and Japanese environments, for both own business and client businesses, found acceptable solutions when service providers technical support couldn't.

### ADMINISTRATIVE

- **OFFICE:** Located, negotiated with, and was responsible for all legal aspects of leasing business properties and warehouses.
- **HR:** Managed corporate compliance documents, worker's comp audits, payroll (A.D.P.) and H.R. issues including but not limited creating job application listings, interviewing, reviewing resumes and qualifications and conducted hiring for over 30 positions, entirely responsible for payroll, E.D.D. issues, and cross cultural communications between staff and management.
- **LEGAL:** Drew up, reviewed and modified legal documents including, but not limited to website and software contracts, contracts (for our products), Non-Disclosure Agreements between Artisan Crew and potential clients or hires, legal document review of vendor contracts and terms, lease agreement review and negotiations.

Nov 2009 -  
2017

## FOUNDER / WEB PRODUCER / DIGITAL MARKETING LEAD

Artisan Socks (eCommerce)

Owner / Developer / Buyer / Art Director / Social Media Marketing for ArtisanSocks.com

- Built, launched, and maintain the front end of a fun-filled website with a loyal user base, strong brand love, and a successful online presence specializing in socks and leg wear.
- Created strategy, concept, and original site for minimal investment and almost no advertising budget using successful social media marketing strategy. Designed, developed, and secured love for the brand.
- Performed all aspects of operations including establishing company vision, locating brands, building relationships at trade shows and through other sources, developing brand strategy, writing website content / marketing material, designing / developing website, executing marketing strategy, and administering finances.

### Selected Achievements:

- Established from zero fans to 100,000+ member fan-base on Facebook; maintained continuous interaction using social media brand managers and viral creatives. (<https://www.facebook.com/Artisan.Socks.Shop>)
- Viral success with Facebook posts, original content posts with 77,000 + likes, hundreds to thousands of shares. EXTREME r.o.i
- Championed record sales with minimal ad budgets thanks to viral creativity
- Case study here: <https://www.artisancrew.com/eng/marketing-web-portfolio/online-shop/#ecom3>

2012 - 2017

## BRAND CREATOR / MARKETER / DESIGNER

Cushzilla Pet Wigs (eCommerce)

- Came up with fabulous Cushzilla pet wig idea, sourced products, designed logo and photographed cat and dog models, designed website and content
- Social Media campaign creation: (<https://www.facebook.com/Cushzilla>)
- Worked on attaining viral recognition that gathered international attention, a write up in a book, a spot on network television, The Chew, and internet virality with almost zero ad spend.
- Donates wigs and costumes to rescues to get their wards extra attention and to get word out about their cause.
- Case study here: <https://www.artisancrew.com/eng/marketing-web-portfolio/viral/#viral>

May 2005 -  
Dec 2015

## DEVELOPER / MARKETING STRATEGIST / ONLINE MARKETING MANAGER / OPERATIONS MANAGER

Massager Machines & More Dot Com

Developed website front end, site S.E.O. strategy and implementation, and online marketing plan for B2B client that desired to move into B2C. Assumed full operation of website in 2007, including the setup of a warehouse, logistics, and purchasing as well as establishing relations and negotiating with multicultural suppliers / manufacturers.

### Selected Achievements:

- Over \$2M in sales with fewer than two dedicated full-time employees.
  - Achieved and maintained Top 5 SEO rankings for powerfully competitive keywords such as "Massager" that were competed for by Amazon.com, Brookstone.com, and other national giants for over seven years with minimal ad budget.
  - Recruited and trained in-house staff, contributing to 100% increase in sales within three months.
  - Created highly successful customer service policies and routines, resulting in zero BBB complaints, remarkably few chargebacks, and no legal action from customers.
  - **From \$6,000 to over \$100,000 a month: a Win / Win situation**
- Case study here: <https://www.artisancrew.com/eng/marketing-web-portfolio/online-shop/#ecom1>

## Education

B.A., Political Science

Waseda University

早稲田大学 政治経済学部 政治学科

Matriculated into then graduated from the prestigious Waseda University's renowned Political Science and Economics department - **the first Western student ever to do so; course work done in Japan, in Japanese.**

## Certifications

Japanese Language Proficiency Test Level 1 (日本語能力試験1級)

Japan Foundation and Japan Educational Exchanges and Services

The Japanese Language Proficiency Test (JLPT) is a standardized criterion-referenced test to evaluate and certify the Japanese language proficiency of non-native speakers. The JLPT has four levels, with Level 1 the most difficult.

### Certificate in Computer Forensics

California State University - Fullerton (Cal State Fullerton)

Off-line training course in Computer Forensics taught by computer forensics trained law enforcement agents. The *CSUF Computer Forensics certificate* is awarded after hands-on experience using EnCase, the industry standard in computer forensic investigation technology, and Forensic Toolkit (FTK), a suite of technologies used to perform forensic examinations of computer systems as well as learning how to image different devices.