

ERIC TORII

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EDUCATION

Carnegie Mellon University | Business Administration & Japanese Double Major, **3.94 GPA** **2023 - 2027**
Keio University - Tokyo, Japan | Full Year Exchange Program - Japanese Language **2024 - 2025**

PROFESSIONAL EXPERIENCE

PlayStation (Sony Interactive Entertainment) **May 2026 ~**
Commercial Planning Intern *San Mateo, CA*

- Focused on digital storefront strategy and \$2-billion commercial operations across the PS Store platform

Eazy Talent/Yixunrenli **Feb 2025 - Apr 2025**
Strategic Consulting Intern *Shanghai, China*

- Spearheaded business strategy for China's emerging AI talent market by analyzing a pool of 80,000+ resumes, hiring benchmarks, and job archetypes; worked with CEO & C-suite to position the firm as a go-to AI recruitment partner
- Mapped hiring behaviors using job posts, salary data, and GitHub signals to reverse-engineer ideal AI talent profiles
- Crafted bilingual pitch decks targeting 30+ top firms (Alibaba, Tencent, ByteDance), tailoring client outreach using talent demand trends in LLMs, chips, robotics, and frontier tech roles to boost HR engagement and market visibility

Lexus **May 2024 - Aug 2024**
Sales & Marketing Intern *Chester Springs, PA*

- Analyzed sales frameworks and customer pain-point patterns across 80+ hours of live client negotiations, producing a structured breakdown of the end-to-end automotive sales cycle used to improve sales and negotiation techniques
- Launched and implemented social media strategy & rebranding, boosting viewership 300-400%, reaching 70k+ views
- Designed EV graphic series for East Coast HQ Instagram account, supporting 64 dealerships and strengthening brand

Rakuten Group, Inc. **Jun 2023 - Aug 2023**
Global Marketing & Branding Intern *Tokyo, Japan*

- Ran 2 seasonal campaigns (500K+ impressions) across 6 accounts, managing 18-person internal/external design teams
- Pitched monetization strategies for Taiwan Rakuten Monkeys, projected to generate \$200k+ in engagement revenue
- Coordinated with Global Branding Manager on administrative tasks & aligning 8 global units with HQ brand ops

LEADERSHIP & STARTUP EXPERIENCE

Resident Assistant (CMU Donner House Dormitory) **Aug 2025 - Present**

- Coordinate 12+ events per semester for 150+ residents with 8 RAs and lead 1-on-1 check-ins with 32 residents

UCC Consultant (Undergraduate Consulting Club) **Feb 2024 - Present**

- 2025 Fall Semester, consulting for Duquesne Light Company by building data-driven churn mitigation strategies
- 2024 Spring Semester, consulted for e-comm AI startup, helping secure 50 original trial-phase clients and 600+ leads

VP Marketing (Tepper Undergraduate Real Estate Club) **Sep 2023 - Present**

- Served as founder, designer, and VP Marketing for TUREC - led 6 person marketing team for Real Estate Summit 2026, where the mayor of Pittsburgh, 14 executive panel speakers and 200+ professionals and students attended

Eric Torii Designs (Personal Design Agency) **Feb 2026 - Present**

- Brand identity design for \$300k+ ARR businesses, \$5M + pre-seed startups (Lunon, Chesky Audio, Andean Systems)

SKILLS

Languages: English (Native), Mandarin (Native), Japanese (Advanced), Spanish (Beginner)
Technical/Design: Excel, Java, RStudio, Framer, Canva, ChatGPT, Gemini, Gamma, Claude Design, Claude Code
Awards: CMU ALPFA 2023 Case Comp 1st Place | President's Volunteer Award 5x | Dean's List