



Contact

☎ 080-9273-0119

✉ will.vwy@gmail.com

📍 Tokyo, Japan

📄 Spouse Visa

Expertise

10 years combined as a
Senior AM / PM

11 Years as a Director of
Business Development

365 | Adobe | Github
HTML | CSS | JavaScript

Education

BA Psychology & Philosophy
Miami University, 2002

Le Wagon Full Stack Web
Development Bootcamp

Languages

English (native)

Japanese (intermediate)

Will VanderWyden

Senior Account Manager / Project Manager

Senior Account Manager & Project Manager with expertise in software solutions, technical consultation, and strategic growth.

Long-term Japan resident and experienced Startup Co-Founder eager to contribute proven problem-solving skills to a forward thinking company.

Professional Experience

Director of Business Development

Awesome 合同会社 2014 - Present

- Co-founder of a Tokyo-based event, travel, and activity company with weekly participation rates upwards of 100+.
- Responsible for all marketing, advertising, and managing client relationships.
- Creative and design lead for promotional materials and web development.
- Instrumental in driving revenue growth year over year since 2020.

Senior Account Manager

Nielsen 2007 - 2014

- Managed 70+ client accounts, including top ad agencies, publishers, and media outlets.
- Acted as the liaison between IT leadership, advertising heads, department executives, and developers to resolve issues and align on product improvements.
- Collaborated with client IT for app installations and solving esoteric technical issues.
- Delivered training sessions on 25+ media and market research programs.
- Partnered with sales to secure renewals and drive new business.
- Worked with developers to enhance product features based on client feedback.

Project Manager / Account Executive

Grizzard Communications 2004 - 2007

- Managed national campaigns for major nonprofit clients, including the Red Cross, food banks, and the Salvation Army.
- Coordinated vendors, clients, and production teams to ensure seamless execution.
- Led strategic initiatives, developing proposals and campaigns to expand client impact.
- Improved client ROI by negotiating vendor rates, and optimizing strategies.
- Maintained campaign databases and directed IT to improve internal tools.

Full Stack Web Development Bootcamp

Le Wagon Tokyo 2024

- Completed an intensive 9-week program focused on web development.
- Gained skills in Ruby on Rails, HTML, CSS, JavaScript, and database management.
- Designed and deployed full-stack web applications, including a capstone project developed with a four-person team.