



CONNECT · COMMUNICATE · DISCOVER

Collaboration Portfolio

Communication, digital presence, project support
and international collaboration

Communication & Strategy

Web, Content & Digital

Tourism, Culture & Events

International & Intercultural

Project & Partnership Support

Portfolio overview

Bruce ARGUEL

Founder — Japan 301

20+ years in web and digital communication, with practical experience in Japan.

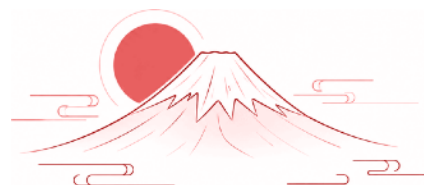


japan301.com

Japan 301 Today

Clear communication and practical project support

Japan 301 helps organizations, independent professionals and project holders make their communication clearer, more accessible and better adapted to their audiences.



Built on three complementary foundations



Web & Digital
Communication

20+ years in web communication, content, website management and project delivery.



Practical Experience
in Japan

Hands-on experience in education, tourism, hospitality, events and local activities.



Flexible Project
Support

Direct, adaptable support for focused assignments and ongoing collaboration.

Core positioning



Communication
& Strategy



Web, Content
& Digital



Visual &
Social Media



Tourism, Culture
& Education



International &
Intercultural



Project &
Event Support

Clearer communication, stronger connections and practical support

より伝わるコミュニケーション、より確かなつながり、そして実践的なサポート

Who Japan 301 Can Support

A flexible offer for varied organizations, activities and projects

Businesses & independent professionals

Clearer offers, websites, campaigns and communication materials.



Tourism boards, cities & territories

Visitor information, destination content and international promotion.



Education & cultural organizations

Programs, workshops, learning materials and audience communication.



Events, associations & local initiatives

Campaigns, participant information, event materials and follow-up.



Crafts, heritage & regional products

Storytelling, product presentation and communication for new audiences.



International & France–Japan projects

Localized materials, partner coordination and cross-cultural communication.



Support adapted to the project

Japan 301 can support organizations in France, Japan and international contexts through focused assignments or recurring collaboration — with dedicated expertise in France–Japan communication.

Flexible support for organizations, independent professionals and projects

組織、個人で活動する方、さまざまなプロジェクトに合わせた柔軟なサポート

What Japan 301 Can Do

Six complementary areas, adapted to each project

Examples can be adapted or combined

Tourism Boards, Cities & Regions



Visitor-facing materials, destination presentation, basic on-site support and follow-up content to help international audiences better understand local places, culture and initiatives.

Japanese Language, Culture & Craft Schools



Program presentation, student-oriented information, beginner-friendly materials and activity support for international learners or cultural introduction sessions.

Cultural Organizations, Events & Local Initiatives



Event presentation materials, introductory content, public-facing support and follow-up documents for cultural activities, workshops and local initiatives.

Tourism, Relocation & Japan-Life Services



Service presentation materials, practical information pages, customer-facing content and basic support for providers working with travelers, residents or future visitors to Japan.

Products, Shops & E-commerce Projects



Product pages, service descriptions, e-commerce content, promotional materials and field promotion support, based on practical experience with online store management.

Project & Partnership Support



Project presentation, communication materials, meeting follow-up content, clear summaries and practical support for Japan-related initiatives involving international contacts.

Complementary communication, digital and project support shaped around each need

一つひとつのニーズに合わせた、コミュニケーション・デジタル・プロジェクト支援

Practical Experience in Japan

Hands-on experience with people, places and local organizations

More than two years spent in Japan, strengthened by practical experience in education, tourism, hospitality, events, communication and local activities.



C-Flat Freespace
Language & intercultural exchange

French conversation facilitator

Conversation practice and language support for learners.



Ganbaro Miyagi
Education & intercultural exchange

English camp activity facilitator

Activities and workshops for children aged 6–12.



France Travel Center
Travel agency

Airport welcome & first-step support in Japan

Airport welcome, hotel escort, check-in assistance and basic guidance on etiquette and local customs.



OPPLE / Kansai Hikes
Nightlife & hiking events

Event logistics, photo & video support

Participant support, photography and promotional video editing.



Addd-Link
Regional tourism promotion
& talent solutions

Translation & promotional support

Hotel website translation (EN > FR) and street promotion support.



Glocal Nagoya
Backpackers hostel / hospitality

Hospitality & housekeeping assistant

Room and common-area maintenance; visitor reception.

Experience built through people, places and hands-on work in Japan

日本の人々や地域、現場での活動を通じて培った実践経験

Recent Projects & Collaborations

Selected independent and Japan 301-related work

Recent projects demonstrating practical experience across e-commerce, web communication, WordPress, content and technical guidance.

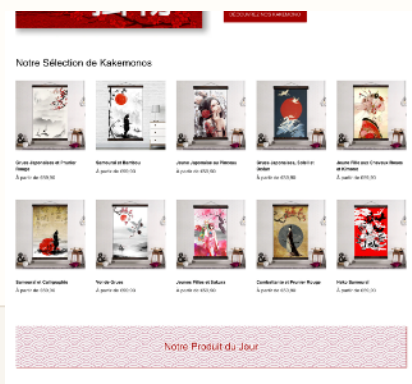


Miyuki Japan Store
E-commerce project / Japan-inspired products
miyukijapanstore.com

ROLE Founder & E-commerce Project Manager

CONTRIBUTION

Independent Shopify project covering product selection, market research, UX/UI design, SEO product pages, social media and newsletter campaigns, advertising visuals and daily store management.

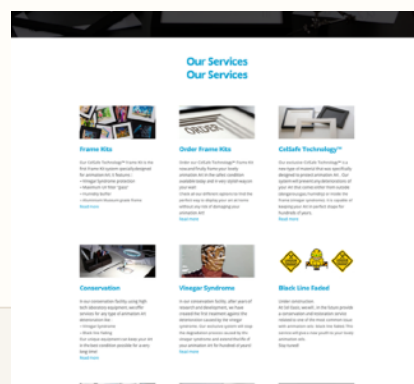


Cel Oasis
Japanese animation cel conservation & collectibles
celoasis.com

ROLE UX/UI Designer & Content Manager

CONTRIBUTION

Website content integration, visual improvement, template customization, CSS adjustments and usability enhancement for a niche Japan-related cultural product service.



JJP Visas Consulting
Visa consulting and administrative support services
jjp-visas-consulting.com

ROLE Digital Communication & WordPress Consultant

CONTRIBUTION

Brand identity development, logo creation, UI page template design, multilingual WordPress implementation, plugin configuration, Stripe payment integration, CMS onboarding and client training.



Nikka Zubon
Japanese apparel brand / online pants store
nikka-zubon.com

ROLE Web Communication Consultant & Technical Advisor

CONTRIBUTION

E-commerce platform selection, communication strategy advice, marketing guidance and early-stage social media orientation for a Japanese apparel brand.



20+ Years of Professional Experience

Experience that strengthens every Japan 301 assignment

Before founding Japan 301, I built more than twenty years of experience across web, digital communication and project delivery.

Much of this work was completed as an external specialist within established client teams, requiring rapid integration, autonomy, practical recommendations and dependable delivery.



Web Content & Digital Operations

Content, websites, CMS operations,
SEO, emailings and digital production.



Project Delivery & Coordination

Redesigns, migrations, maintenance
follow-up, user support and team
coordination.



Communication / Technical Interface

Needs clarification, technical
recommendations, accessibility and
practical implementation.

Applied experience

Website & CMS

Content & SEO

UX & usability

HTML / CSS

Emailing

Newsletters

Analytics

Accessibility audits

Redesigns & migrations

User training

FR / EN adaptation

E-learning admin

Project delivery

Professional experience now directly available through Japan 301

これまで培った実務経験を、Japan 301を通じて直接提供

Selected Professional Experience

Assignments completed before the creation of Japan 301

Selected assignments illustrating continuity across web content, project delivery, accessibility and digital operations.

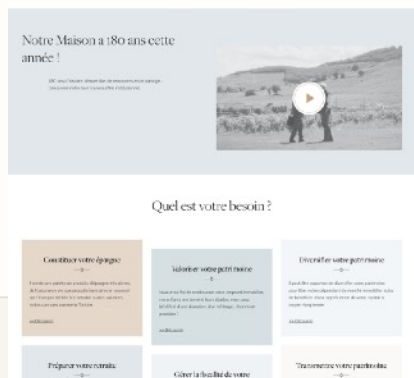


Le Conservateur
Wealth management, savings & insurance
2021–2023

ROLE Webmaster & Digital Platform Administrator

CONTRIBUTION

CMS content management, technical and visual recommendations, maintenance follow-up and administration of e-learning materials.

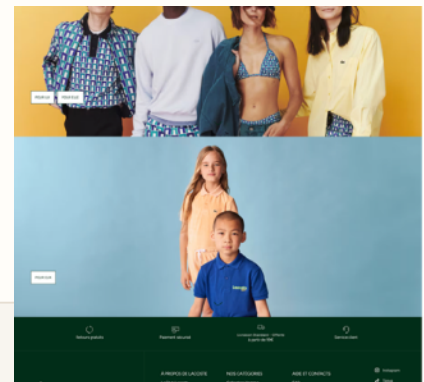


Lacoste
International fashion & lifestyle brand
2016

ROLE Web Accessibility Audit Specialist

CONTRIBUTION

Web accessibility audit, screen-reader testing and implementation of agreed template corrections.

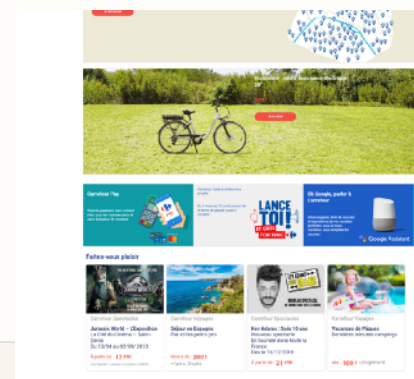


Carrefour
International retail group
2014–2016

ROLE Web Content & Communication Specialist

CONTRIBUTION

Promotional content and newsletters, digital assets, recommendations and training for website and local store-page contributors.



Meilleurtaux.com
Financial brokerage & comparison services
2008–2012

ROLE Webmaster & Web Project Delivery Specialist

CONTRIBUTION

Website content, SEO, emailing, redesigns, migrations, analytics follow-up and web project implementation.



Selected Professional Experience

Experience across major brands and complex digital environments

A common thread: becoming operational quickly, working within existing teams and connecting communication needs with technical delivery.



Nespresso
International coffee & machine brand
2007–2008

ROLE Webmaster & Digital Production Specialist

CONTRIBUTION

Product updates, commercial landing pages, localized content, newsletters and digital visual preparation for consumer and professional sites.



Système U
Cooperative retail group
2005–2006

ROLE Web Project & Content Specialist

CONTRIBUTION

Complete website redesign and migration to an in-house CMS, followed by user training and operational support.



Orange
Telecommunications & digital services
2003–2005

ROLE Web Designer & Intranet Content Specialist

CONTRIBUTION

Content and visual production for an internal platform, interface improvements, technical recommendations and migration support.



20+ Years in Practice
Selected experience — not Japan 301 client work
Professional background

ROLE External specialist integrated into client teams

CONTRIBUTION

This background now supports the direct, flexible and practical approach offered through Japan 301.



How to Work with Japan 301

A flexible process for focused projects and ongoing support

Every collaboration starts with a simple exchange. The process then adapts to a defined one-off mission, a recurring communication need or a project whose format still needs to be clarified.

A SIMPLE COLLABORATION PROCESS

- 1 • Start with a short message or the contact form
- 2 • Understand the context, audiences and priorities together
- 3 • Define the scope, responsibilities, timeline and working rhythm
- 4 • Produce, implement, review and refine the agreed work
- 5 • Complete the mission or continue through recurring support

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