I went to art school and all I got was this portfolio.

Honolulu, HI

Communications Strategist with background in Marketing, Copywriting, and Graphic Design

Experience

Employee Communications Specialist

Hawaiian Airlines

Honolulu
May 2018 - Present

• Work closely with Officers, Stakeholders & Business Partners to provide strategic communication within Technical Operations department
• Identify any internal communications weaknesses, and source or implement solutions
• Curate and create content for communication platforms including digi-signs, emails and newsletters
• Collaborate with Marketing and Corporate Communications department on content creation such as writing articles, documenting events and editing presentations
• Manage the planning and execution of annual employee appreciation events
• Organize and coordinate all aspects of key employee forums for Technical Operations department (i.e. award presentations, anniversaries, quarterly briefings, etc)
• Assist with room / equipment setup and IT troubleshooting for Town Hall presentations

Brand Strategist

Self Employed

Honolulu, HI
Mar 2013 - May 2018

• Assisted in the ideation and production process for print and digital collateral
• Served as advisor on marketing budgets and execution of marketing strategies
• Designed content calendars and guidelines for efficient management of social media accounts
• Conceptualized and produced logos, flyers, newsletters and websites
• Wrote copy for e-newsletters, social media posts, blogs, press releases, brochures and websites
• Filmed and photographed event recaps for online distribution
• Gathered monthly reports on social media metrics and reported findings
• Oversaw accurate and timely billing and payment collection

Lead Graphic Designer

Seattle Weekly Newspaper

Seattle, WA
May 2012 - Feb 2013

• Worked closely with Sales team to create Print and Web ads for various clients
• Assisted with planning and marketing of annual events (i.e. Music and Food festivals)
• Uploaded and proofed files for weekly output via intranet

Graphic Designer / Membership Coordinator

Asian Pacific American Network of Oregon

Portland, OR
Sep 2010 - May 2012

• Designed identity system and promotional materials
• Processed and maintained data entry for membership fees and donations
• Wrote content for press releases, newsletters and event programs
• Organized small and large-scale networking events
• Documented events and provide photo / video recaps
• Recruited and trained volunteers for phone banking workshops
• Identified and nurtured relationships with community leaders and potential funders

Communications Strategist

Institute for Human Services

Honolulu, HI
Jan 2024 - Present

• Write grants and funding proposals in collaboration with Director of Planning and Evaluation.
• Craft communications content that supports business development, e.g. program proposals, for potential partners and follow-up reports for existing partners respectively.
• Craft engaging content for IHS platforms, including blog posts, press releases, and social media captions, along with scripts for video productions.
• Film and edit Instagram Reels and take high-quality photos at IHS events and client interactions.
• Use analytics tools to gauge the effectiveness of campaigns, adapting strategies based on reports.
• Digital Marketing Integration: Utilize digital platforms like social media and email, incorporating SEO to maximize IHS's reach and impact.
• Brand Management: Uphold and evolve IHS's brand identity, ensuring consistency across all marketing materials and channels.
• Create and maintain employee newsletter to keep IHS employees informed and engaged.
• Help organize internal events that reinforce IHS's culture and values, including diversity and inclusion initiatives.
• Support coverage and share recaps of internal events through video and photography.

Education

Bachelor of Fine Arts; B.S. Natural Science

Portland State University

Portland, OR
Sep 2003 - Aug 2007

Yes

Kalani High School

Honolulu, HI
Sep 1999 - Jun 2003

Skills

Software

- Adobe Illustrator, Photoshop and InDesign
- Microsoft Word, Outlook, Powerpoint and Excel
- Comfortable with Windows and Apple operating systems
- Proficient with all major social media platforms

Technical Skills

- Strategic Communications
- External Communications
- Internal Communications
- Project Management
- Social Media Management
- Graphic Design
- Content Marketing
- Copywriting

Soft Skills

- Public Speaking
- Conversational Japanese
- Conflict Resolution

Professional References

Professional References

Caleb McMahan: Hawaiian Fresh Seafood; Media and Marketing Director.
808-445-8851 / mcmahan.caleb@gmail.com

Micky Huihui: Hawaii People's Fund; Executive Director.
808-398-8662 / mickyhuihui@gmail.com

Makerusa Porotesano: Portland State University; AAPI Student Resource Center.
503-819-0112 / maksefulu@gmail.com