

Desiree Moana Cruz

Objective To provide excellent customer service, cultivate strong public relations and effective community outreach.

Qualifications Excellent written and oral communication skills, effective problem-solver, special events coordinator, sales and marketing experience, cultural specialist, strong leadership skills, team player with broad community ties.

Employment History

Desiree Models & Talent - Owner/Director [REDACTED]

Duties: Promotions and management services for entertainers and cultural practitioners. Coordinator and emcee for public and corporate special events, sales and marketing for hospitality and visitor industry.

State of Hawaii-Dept. of Hawaiian Home Lands – East Hawaii District Office Staff [REDACTED]

Duties: Process applications, transfers, permit requests, respond and investigate complaints and issues, assist supervisor with day-to-day management of encumbered, unencumbered and commercial DHHL leases.

Native Hawaiian Roll Commission - Senior Community Outreach Specialist [REDACTED]

Duties: Public Information presenter, implemented registration drive, coordinated volunteers, procured high profile supporters, coordinated public testimony at Office of Hawaiian Affairs meetings. 7 month contract.

Big Island Visitors Bureau - Sales Specialist [REDACTED]

Duties: BIVB presenter and rep at local, national and international travel / trade shows. Hawai'i Island Destination Specialist trainer for industry partners. Hawaiian cultural / protocol practitioner, wrote newsletter content, prepared monthly expense reports for Exec. Director and Sr. Director of Sales. 12 month contract.

County of Hawai'i Mayors Office - Public Relations Specialist [REDACTED]

Duties: Performed a variety of complex writing and administrative tasks, composed and supervised all COH press releases, produced / distributed COH Annual Report as required by Charter, wrote and voiced TV and radio spots, prepared and reviewed correspondence for departmental accuracy, organized community forums and special events, presented proclamations in lieu of Mayor, hosted dignitaries and public. Appointed by Mayor Kenoi.

The Paxen Group - Instructor [REDACTED]

Duties: Instructor for US Dept. of Defense sponsored Teen and Adult Workforce Development program. Partnered with County, State and non-profit social service agencies and local businesses to provide effective case management to insure successful reintegration, job placement and retention. Organized multiple community service partnerships.

Community Service

Volcano Art Center-Board of Directors, Hula Arts at Kilauea-Program Coordinator, Pauka`a Community Association-President, Hawaiian Civic Club of Hilo-member, Waimea Hawaiian Homestead Association / Halau Na Kipu`upu`u-member, King Kamehameha Celebration Commission - volunteer

Education

University of Hawai'i at Hilo - 2 years Hawaiian Studies major
 Hawai'i Community College - AAS Hawaiian Lifestyles graduate
 Hawai'i Community College - AA Liberal Arts graduate

References

Kainoa Daines - Director of Sales / O`ahu Visitors Bureau [REDACTED]
 Raynette Suganuma -Carlson / Native Hawaiian Roll Commission / Office Administrator [REDACTED]
 Charmaine Shigemura -County of Hawai'i - Office of the Mayor / Executive Assistant to Mayor Kenoi [REDACTED]