

Daniel Ikaika Ito

EDUCATION

University of Hawai'i at Mānoa
Honolulu, HI
Bachelor of Arts in Journalism

San Diego Mesa College
San Diego, CA
Associate's Degree

Kamehameha Secondary School
Honolulu, HI
High School Diploma

WORK EXPERIENCE

Communications and Social Media Manager Aug. 2018-Present
Zippy's Restaurants/FCH Enterprises Inc.
-Designs earned media and social media strategies and processes
-Determines objectives and success metrics for relevant tactics and assigned campaigns
-Manages all media relations, influencer relations and community affairs activities
-In partnership with other departments, designs and manages internal communication vehicles
-Creates, curates and procures content for distribution in any media format
-Acts as a corporate spokesperson when other corporate spokespersons are not available

Digital Media Director Jan. 2016-Aug. 2019
Hawaii Business magazine
-Lead digital department
-Lead redesign of HawaiiBusiness.co
-Moderate event panels
-Launched Today's Hawaii News daily newsletter
-Develop and implement digital and social media strategies
-Analyze monthly web traffic, email and social media reports
-Write editorial and advertorial copy
-Edit copy for AP style and Hawaiian language

Digital Media Manager/Online Editor March 2015-Jan. 2016
HAWAII Magazine/MANA Magazine
-Craft messages for brands' social media
-Run monthly reports on web traffic and social media
-Write editorial and advertorial copy
-Edit copy for AP style and Hawaiian language

Director of Sales and Marketing May 2013-Feb. 2015
Waiola Life LLC: Honolulu, HI
-Create and implement sales strategies for Waiola coconut water
-Manage sales, demo, art and video departments
-Open new accounts and service existing accounts
-Create and implement marketing campaigns
-Manage brand's online, social media and public communications

Content Coordinator June 2011-April 2013
Hawai'i Medical Services Association: Honolulu, HI
-Create and manage content on digital displays
-Write for *Island Scene*, *Island Scene Online* and Team Healthy Hawaiian

Editor/Founder
Contrast Magazine: Honolulu, HI
-Edit content for Associated Press style and Hawaiian Language
-Write feature stories
-Manage contributing writers
-Form strategic partnerships
Jan. 2008-Aug. 2018

Marketing Director/Co-Founder
Pai'ea Projects: Honolulu, HI
-Form strategic partnerships
-Write web and promotional copy
-Curate capsule collections
Aug. 2000-Present

Sports Writer/Blogger
ESPN.com
-Cover surf-related news in Hawai'i for ESPN
Dec. 2008-Jan. 2013

Sports Writer
Honolulu Star Advertiser/ Honolulu Star Bulletin: Honolulu, HI
-Cover breaking, surf-related news in Hawai'i
Oct. 2008-Oct. 2011

Media and Public Relations Assistant
Ocean Promotion/Vans Triple Crown of Surfing: Hale'iwa, HI
-Assist with daily press releases and event promotion
-Interview athletes and spectators
-Guide media personnel and VIP onsite
-Update social media and Twitter accounts
Oct. 2007-Dec. 2010

Editor/Creative Writer
FreeSurf Magazine/Board Stories Television/Billabong Surf TV: Hale'iwa, HI
-Edit content for Associated Press style and Hawaiian language
-Lead editorial department
May 2005-May 2007

Contributing Writer
Surfing Magazine: San Clemente, CA
-Cover breaking, surf-related news in Hawai'i
Feb. 2003-Jan. 2017

COMMUNITY

Pacific Century Fellow
Class of 2019

Nā Kama Kai Board Member
March 2019-Present

OluKai Ambassador
Jan. 2016-Present

Kamehameha Schools Surf Team Coach
-11-time Hawai'i State High School surf champions
-Two-time National Scholastic Surfing Association National High School Champion
Aug. 2009-Present