

# Nicole Makana McClellan (N. Makana McClellan)

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**GOV. MSG. NO. 802**

## **Community Building | Marketing | Business Development | Public Information**

Strategic leader with a commitment to excellence in all aspects of internal and external communications. Adept manager with strong analytical and interpersonal skills, and keen awareness of cross-cultural protocols. Dedicated volunteer with 10+ years serving in leadership roles within various organizations, including Mastercare, Aloha Festivals, Pearl Harbor Hawaiian Civic Club, the Association of Hawaiian Civic Clubs, and the Portuguese Chamber of Commerce. Demonstrated ability to develop and execute complex communications programs, exercise excellent written and verbal communications skills, and apply knowledge of new media to advance organizational goals. Proficiency in Microsoft Office (Word, PowerPoint, Excel, Outlook).

- Internal & External Communications
- Crisis Communications
- Strategic Planning
- Public Affairs
- Project Management
- Media Relations
- Community Building
- Team Supervision & Development
- Relationship Management

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### **PROFESSIONAL EXPERIENCE**

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#### **SHRINERS HOSPITALS FOR CHILDREN, Honolulu, HI**

##### ***Director of Business Development and Community Relations, 2019 – Present***

- Oversee external communications and relationship management with all referral sources.
- Develop campaigns for patient acquisition and community engagement.
- Develop strategic plans for targeted growth initiatives based on research and market needs assessment.
- Implement enterprise-wide strategic business plans in conjunction with the Board of Governors and Senior Leadership Team.
- Oversee hospital metrics related to patient growth and volumes to ensure alignment with hospital's key goals.

##### ***Physician and Community Relations Officer, 2018 – 2019***

- Implemented strategies to increase awareness of hospital services within key referral sources.

#### **THE QUEEN'S HEALTH SYSTEMS, Honolulu, HI**

##### ***Public Information Officer, 2014 – 2018***

- Provided timely, round-the-clock media responses, establishing the Center as a first point of contact for media.
- Served as the point-of-contact for matters concerning Emergency Preparedness and Crisis Communications.
- Managed executive positioning, ensuring alignment of messaging with our organizational mission.
- Developed executive memos and design targeting and distribution strategies to internal stakeholders.

##### ***Corporate Communications Coordinator, 2009 – 2014***

- Launched the organization's first Facebook page, a go-to resource of health information.
- Managed 25+ employees in executing community engagement events for 2,000+ attendees.
- Fostered strong relationships with media, serving as a resource for healthcare trends and best practices.

#### **COMMUNICATIONS PACIFIC, Honolulu, HI**

##### ***Account Executive, 2008 – 2009***

- Liaised between the firm, the client, and the community, promoting strong partnerships.
- Established strategic initiatives to open a client's first store, delivering enculturation trainings for all team members.
- Secured and retained high-profile partners, leading to increased support for the organization's vision.

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**DEMOCRATIC NATIONAL COMMITTEE**, Honolulu, HI  
*Communications Coordinator & Media Specialist, 2006 – 2008*

- Developed and maintained the website for the Democratic Party of Hawaii, which entailed distributing weekly email campaigns, updating the online calendar, and directing the graphic design of each webpage.
- Created and managed the Intern and Volunteer Program, supervising 8 participants.
- Created and managed the first-ever Party Newsletter, disseminated to all registered Party members via postal mail.
- Directed the flow of information dispensed to the Party members, community, media, and Party leadership.

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## **EDUCATION & CREDENTIALS**

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**Bachelor of Arts in Journalism**, Hawai'i Pacific University, Honolulu, HI

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## **PROFESSIONAL RECOGNITIONS**

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**2020 Pacific Business News Women Who Mean Business**, Honoree

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## **REFERENCES**

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Available Upon Request