

Karen Chang Barr



Objective

Strong communicator, experienced networker, outreach and marketing professional, with small program development and training experience helping small food businesses improve so they can expand and seek funding; increase community connections to advance an organization's customer base; and provide high value as a leader in the Pacific Rim.

Skills

COMMUNITY RELATIONS: Outreach, engagement, fundraising and executive assistance work for a Hawai'i-based at various for- and nonprofit organizations.

COMMUNICATION: Strong written, verbal communication and listening skills; research, learning and develop programming, and train groups in focused topics; the ability to proof and create documents and collateral, able to collaborate with others to produce the best product/service in a timely, effective manner; and translate complex information into plain talk for understanding for a diverse audience.

PROGRAM MANAGEMENT: Develop partnerships, programs and collaborations to deliver programs that benefit food businesses.

Experience

ENTREPRENEURSHIP SPECIALIST | PACIFIC GATEWAY CENTER | 2022 - PRESENT

- Provided intake, assessment and business coaching and technical assistance for startups, early stage and struggling micro small businesses to help them improve their business.
- Researched, planned, and executed business workshop programming for micro small food and agri-businesses.
- Initiated outreach to current and potential community business development partners and community organizations to assist clients and raise awareness of the organization's development services.
- Attended community events to network and build connections on behalf of the organization.
- Sought out and attended speaking engagements with community partners and lending institutions to communicate about the KIVA microloan program.
- Mentored and coached a Native Hawaiian micro business client to develop business financial documents to tell their business story and prepare to apply for a KIVA microloan.

PUBLIC AFFAIRS ASSOCIATE | THE MCCLELLAN GROUP LLC | 2020 - 2022

- Assisted Public Affairs consultant with outreach and meeting scheduling with key Hawai'i state legislators to discuss pressing issues of the organizations' clients.
- Identified, liaised and built relationships with key legislative contacts to secure strategic meetings.
- Attended and transcribed key points of virtual meetings with key legislators regarding legislative measures of importance to clients.
- Attended partner events on behalf of the consultant to build community relationships.
- Conducted research on key bills and organizations in support of client work.

MARKETING DIRECTOR | WEDDING ESTATES HAWAII LLC | 2019 - 2022

- Planned and executed business marketing and social media plan to build brand awareness.
- Researched and conducted outreach activities to build business relationships and partnerships to forward the business' service offerings.
- Strategically posted on social media platforms to raise brand awareness and engage with business partners and potential clients.
- Researched and took social media trainings and educated the business owner on social media and marketing best practices.

SALES ASSOCIATE | ERIC ZABALA STATE FARM INSURANCE | 2019

- Outreach, event attendance and vendor booth work to create brand awareness of new insurance agency.
- Inside sales activities to provide auto, homeowners and life insurance quotes.

VARIOUS SALES AND ACCOUNT MANAGEMENT ROLES | 2013 - 2018

- Outreach and engagement activities to raise brand awareness of the prescription discount card to medical professionals and nonprofit organizations in the Hawaiian islands.
- Community development, networking and outreach to generate new prospects for marketing agency, enterprise software sales, and P&C and life insurance sales.

LEADERSHIP ROLES

- Scholarship Committee Member, Rotary Club of Kahala Sunrise, Honolulu 2023
- Community Services Chair, Rotary Club of Kahala Sunrise, Honolulu 2021-present
- Fundraising Committee Member, Wahine Build, Honolulu 2022
- Past Board Chair, Dry Tikes & Wet Wipes, Olympia, WA 2019-2021
- Kilo `Ia, Moku`aina A Wakinekona Hawaiian Civic Club, Lacey, WA 2021
- Aha Mele Hawaiian Festival Marketing Committee, Moku`aina A Wakinekona Hawaiian Civic Club, Lacey, WA 2017-2019
- Women United, Power of the Purse Fundraiser Executive Committee Member, Olympia, WA 2017-2019
- Brats, Brews and Bands Fundraising Event, Sponsorship and Event Volunteer, Rotary Club of Thurston County, Lacey, WA 2016-2018

Education

BACHELOR OF ARTS | WASHINGTON STATE UNIVERSITY

- Major: Social Science; Minor: Business