

EDUCATION

MBA: Financial Decision Systems & Marketing Management
Loyola Marymount University
Los Angeles, CA, 2014

BA: English
University of Southern California
Los Angeles, CA, 2011

ORGANIZATIONS

Pacific Century Fellows
2023 – Present

Hawaii Youth Symphony
2017 – Present
2024-2026 Board Chair

Punahou Alumni Association, Hawaii Chapter
2021 – Present
Board Member

GIFT Foundation Hawaii
2018 – 2021
Board Member, GIFT Foundation
2019, 2020 Event Co-Chair

American Red Cross of Hawaii
2017 – 2020
Board Member, Red Cross Heroes
Award Committee Member

AFFILIATIONS

Forbes Communication Council
2019 – 2023
Contributing writer featured on
Forbes.com

PROFESSIONAL EXPERIENCE

Vibe Creative Marketing
Founder & CEO - Honolulu, HI. 2020 - Present

- ◆ Provide digital marketing services to local businesses and nonprofits, including social media management, paid advertising, and web design.
- ◆ Engage a team of 5 marketing professionals to meet client and company goals.
- ◆ Awarded Hawai'i's Digital Marketing Agency of the Year by *Prestige* in 2021-2022 and 2022-2023.

Waikiki Shopping & Business Plaza
Vice President - Honolulu, HI. 2019 – 2023

- ◆ Analyzed financial viability of real estate projects.
- ◆ Oversaw projects including accounting, leasing, and maintenance management software, parking equipment, and point of sale (POS) systems.
- ◆ Created Human Resources policies impacting company culture, employee retention, and candidate recruitment.

SKY Waikiki | Top of Waikiki | Waikiki Shopping & Business Plaza

Director of Marketing - Honolulu, HI. 2016 – 2020

- ◆ Created and implemented sales and marketing strategies for each company, including PR, radio, print, digital, email, social media, and partnerships.
- ◆ Generated and maintained four separate annual marketing budgets totaling over \$550,000 cumulatively.
- ◆ Led a team of 3-6 marketing professionals to meet department goals.
- ◆ Executed marketing 2018 rebrand of SKY Waikiki, including new logo, website, and operational programming, resulting in a 6% increase in restaurant sales YOY.

Hotel Angeleno | WEST Restaurant & Lounge
Marketing Manager - Los Angeles, CA. 2014 – 2015

- ◆ Maintained an annual marketing budget of over \$700,000.
- ◆ Created digital marketing strategy, including email, SEO, PPC, and social media, driving over one-third (\$4m) of overall hotel revenue.
- ◆ Completed brand rollout for Hotel Angeleno rebrand: 'WE ARE NOT SQUARE.'
- ◆ Led brand refresh for WEST Restaurant & Lounge, including a refreshed logo, tagline, brand guidelines, and website.
- ◆ Initiated and maintained marketing partnerships with community organizations to increase awareness and promotional reach.

Myriad Travel Marketing

**Account Executive, Branding & Publishing – Los Angeles, CA.
2013 – 2014**

- ◆ Managed completion of six annually published Travel Planners for Hawaii Visitors & Convention Bureau.
- ◆ Supervised creation of a mobile app corresponding to the Hawaii Visitors & Convention Bureau Travel Planners.
- ◆ Led copywriting and strategy for the rebrand of Grand European Travel.
- ◆ Supervised the rebranding project for Insight Vacations.

Account Associate, Publishing - 2013

- ◆ Completed copywriting and editing of various marketing brochures, magazines, flyers, and emails for client accounts including Hawaii Visitors & Convention Bureau, Cunard Line, and Signature Travel Network.