

Shaylyn Kehaunani Ornellas



PROFILE

Dynamic, driven management professional with Real Estate, Sales & Marketing, Public Relations, and Teaching experience. Proven record in Strategic Planning, Marketing, Organizational Leadership, Project Management and Competitive Product Positioning. Committed to quality service delivery, improved productivity and increased profitability. Proven leader with the ability to build inclusive and cohesive teams, maximize revenue growth and capitalize on creativity and competitive advantage. Professional and dedicated Hawaiian individual who loves learning and teaching, while exemplifying the Aloha Spirit & Hawaiian core values. Born and raised on Kaua'i with a passion for engaging and serving the community for the betterment of the greater whole.

WORK EXPERIENCE

Ke'ala Collective, LLC June 2022 – Present

Wailua, Kaua'i

Owner

Sales, Marketing, Public Relations & Business Consulting

Production & Procurement of various locally made goods & services

Oasis Water Systems, Inc. July 2019 – Present

Hanalei, Kaua'i

Manager

Water Well Design, Installation & Maintenance Services

Hawai'i Life Real Estate Brokers, LLC April 2012 – Present

Princeville, Kaua'i

Realtor Salesperson, License RS-74423

Kanuikapono Public Charter School, January 2018 – June 2020

Anahola, Kaua'i

Substitute Teacher (K-12 Grade)

Kamehameha Schools KScholars Program, June 2017 – August 2019

Puhi, Kaua'i

Teacher (9-12 Grade)

Make-A-Wish Foundation Hawai'i November 2011 – December 2013

Kaua'i

Wish Grantor for terminally ill children

Halele'a Services, LLC February 2010 – June 2020

Kilauea, Kaua'i

Office Manager

Landscape Maintenance, Property Security & Management Services

Princeville Operating Company, December 1999 - September 2011

Princeville, Kaua'i

Director of Business Development & Marketing

- . Developed & implemented all Sales & Marketing initiatives and programs
- . Oversaw all special events including golf groups, weddings, meetings, concerts, conventions & banquets
- . Cultivated new business for Princeville Prince Golf Course, Princeville Spa, Princeville Restaurant & Bar, and Princeville Events
- . Drafted annual Marketing & Advertising budgets
- . Created Marketing financial goals and annual Marketing Plan
- . Attended various trade shows & promoted all Princeville at Hanalei products & services
- . Participated in total Club management as a member of the Executive Committee

Business Development & Marketing Manager

- . Managed all aspects of wholesale business for Princeville at Hanalei companies
- . Implemented all Sales & Marketing initiatives and programs
- . Directed liaison between properties (hotels, condos, timeshare resorts) and Princeville Prince Clubhouse
- . Conducted site inspections of the property for potential clients
- . Handled all media requests and Public Relations Activities for the Princeville Prince Golf Course, Princeville Makai Golf Course, Princeville Spa, Princeville Restaurant & Bar

Sales & Marketing Representative

- . Implemented all Marketing initiatives as developed by Management Team
- . Maintained relationships with key vendors
- . Sales calls to properties to distribute golf collateral & other Marketing materials

Assistant Merchandise Buyer

- . Managed inventory levels for 5 stores within the Princeville at Hanalei Resort
- . Purchaser of basic golf apparel, accessories, and gifts
- . Managed vendor & customer databases

Administrative Assistant to Director of Merchandising

- . Assisted Director of Merchandising in monitoring inventory levels for 5 stores within the Princeville at Hanalei Resort on Kaua'i
- . Data entry of merchandise orders (basic golf apparel, accessories, and gifts)
- . Maintained vendor & customer databases

Ho'ola Lahui Hawai'i 1993 – 1996

Papa Ola Lokahi Native Hawaiian Healthcare Systems
Kaua'i

Administrative Assistant to Executive Director

PAST TEACHING EXPERIENCE

Kanuikapono PCS - Substitute Teacher

Kamehameha Schools KScholars - Teacher

Kapa'a High School 1992 – 1998 (various positions, non-continuous)

Teacher, Special Education (Core Subjects)

Teacher, Pre-Algebra Summer School Session

Part-Time Teacher, Teen Parenting Program
Part-Time Teacher, General Education (Math & English)
Kapa'a Elementary, Middle & High Schools Substitute Teacher (All Grade Levels)

BOARDS & COMMISSIONS

County of Kaua'i

Public Access, Open Space & Natural Resources Preservation Fund Commission
Current Commission Chair & Member, Feb. 2015 – Present
Appointed by Mayors Bernard P. Carvalho, Jr. & Derek Kawakami

Hawai'i Life Charitable Foundation
Kaua'i Director, Feb. 2017 – Dec. 2018

Kīlauea Neighborhood Association
Board Member, Dec. 2016 – Dec. 2018

'Aina Ho'okupu o Kīlauea
Ex-Officio Board Member, Feb. 2019 - Present
Board Member, Sept. 2016 – Feb. 2019
Board Secretary

State of Hawai'i
Marine & Coastal Zone Advocacy Council (MACZAC)
Kaua'i Representative (East/North Shore), Jan. 2013 – Dec. 2016
Appointed by Gov. Neil Abercrombie

CERTIFICATES, LICENSES & PROFESSIONAL AFFILIATIONS

CPR, First Aid, AED Certified
Hawai'i Real Estate License #RS74423
National Association of Realtors
Hawai'i Association of Realtors
Kaua'i Board of Realtors
Hawai'i Visitor & Conventions Bureau, Past Member
Hawai'i Tourism Authority, Past Member
Kaua'i Visitors Bureau, Past Member
Kaua'i Chamber of Commerce, Past Member
AYSO Soccer Coach

EDUCATION

August 1996 – December 1998 University of Hawai'i West O'ahu Pearl City, Hawai'i
Bachelors of Arts - Business Administration
January 1991 – June 1996 Kaua'i Community College Lihu'e, Hawai'i
Associates of Arts - Liberal Arts
August 1989 – December 1990 Kapi'olani Community College Honolulu, Hawai'i
Liberal Arts
August 1988 – May 1989 Brigham Young University-Hawai'i La'ie, Hawai'i
Liberal Arts