

KAREN JEFFERY

Tele: 808-359-4155 Email: mauitutu@gmail.com

EXPERIENCED IN BUSINESS, NON-PROFITS, MARKETING & COMMUNICATIONS

Karen Jeffery has spent her life as an entrepreneur and resource, establishing and managing eight companies in the US mainland, Hawaii and the South Pacific islands.

She brings a wealth of experience in vision, strategic planning, income generation, and corporate repositioning. Her sound qualifications and immense experience both in Hawaii and globally include forty years of entrepreneurial successes (and a couple of failures) as owner and managing director of numerous companies: dance studios, arts company, macadamia farm, restaurant, 30 years experience in real estate and international investment brokerage, management and development, hotel consulting, 15 years directing international companies and providing for islanders throughout the South Pacific, volunteerism, and private, corporate, and non-profit consulting. 60 countries. 90 islands.

In addition to her entrepreneurial experience, Karen's background includes research, writing, editing, and publishing, communications, teaching and training, investment and financial management, residential and industrial property development and management, strategic planning, non-profit and political fundraising and revenue generation, environmental and political activism, marketing, public relations, website development, makeover, and maintenance, social media optimization, blogging and online campaigns, contract negotiations, organizational repositioning, rebranding and restructuring, personal computer and social media training, video and television production.

Karen sees the big picture and orchestrates the details, working well with people of all cultures and diversities. An organizer, team builder, and change agent, Karen is fully computer and Internet literate. Her skills and unique expertise in research, writing & editing, visioning, global marketing, networking, problem solving, and creative thinking offer a dynamic, solution-oriented mindset to any organization or venture.

SKILLS & EXPERTISE

- | | | |
|--------------------------------|---------------------------|----------------------------|
| ➤ Writing/Editing/Publishing | ➤ Social Media Marketing | ➤ Video & Event Production |
| ➤ Strategic Analysis & Counsel | ➤ Client & Donor Mgmt. | ➤ Rainmaking & Fundraising |
| ➤ Publicity & Media Relations | ➤ Coalition Building | ➤ International Consulting |
| ➤ Rebranding & Repositioning | ➤ Progressive Campaigning | ➤ Enlightened Work Ethic |
| ➤ Grant Writing & Planning | ➤ Digital Photography | ➤ Community Outreach |

EDUCATION

- Professional Writing Major/Digital Art Minor, (BS, summa cum laude) Southern Oregon University
 - AA (English and Art), University of California, Irvine
- Advanced education in business, management, global marketing, real estate, investment, finance
 - Plus numerous professional seminars and courses (given and taken)

PROFESSIONAL EXPERIENCE

2003 to Present, RESOURCE UNLIMITED:

Hawaii, Oregon, and International

- Consultant, handling various projects for numerous clients:
Writing/Editing/Publishing - for authors, companies, non-profits, publications - journalism (column, feature articles), freelance magazine writing, business & projects, editing, publishing, research & feasibility studies, ad copy, reviews, document preparation & design, web content,

blogging and social media, brochures, fliers, menus, résumés, business plans, annual reports
Digital Photography - including online and print prep, photographs for any use
Political campaigning - media, outreach and coalition building, blogging, organizational analysis & renewal, project management, research, web content/development/redevelopment
Marketing - media, press & publicity, video and TV production, re-branding & ad campaigns
Project Management - strategic counsel and analysis, planning, accounting, resource development and management, team building
Teaching & Training - computer and social media literacy

- Board Director, Executive Director, & Volunteer with numerous non-profit organizations
- Journalist, Columnist, Poet and Novelist – fiction and non-fiction, blogs and books
- Student & Graduate (summa cum laude), Southern Oregon University, Ashland, Oregon

2016: Teacher & Testing Evaluator, **Waikoloa Village Elementary** Waikoloa, Hawaii
Skills Trainer & Behavioral Analyst, **Hawaii Behavioral Health** Big Island, Hawaii
Caregiver - elderly and dementia clients, **Aloha Homecare** Hawaii

2006 to 2008: Media & Communications Chair, **DEMOCRATIC PARTY OF MAUI**
Communications, outreach, coalition and team building, political training & campaign assistance, newsletters, social media, meeting and event planning. Maui, Hawaii

2000 to 2006: Managing Director of **SOUTH PACIFIC HOLDINGS, LTD.** (SPH), a Cook Islands company. Responsible for all company business: corporate, personnel, and property management, investment, brokerage, evaluation, consulting, development, and preservation. Rarotonga, Cook Islands

1990 to 2002: President and Principal Broker of **PACIFIC ISLAND INVESTMENTS** (PII), an investment brokerage company, based in the Pacific and operating internationally, specializing in the consulting, marketing and sales of private islands, resort hotels and various investment and preservation opportunities throughout the South Pacific. PII had offices in Hawaii, Tahiti, Fiji, Cook Islands, New Zealand, Samoa and Vanuatu. Responsible for control of Pacific operations, negotiations, contracts, representation at various global forums, meeting buyers and sellers on location, marketing, public relations, day to day scheduling and work flow, management and orchestration of personal assistants and a team of affiliates throughout the islands and world-wide. Hawaii (USA) and other Pacific island nations

1986 to 1990: Vice President/major shareholder, **KAWAIHAE INDUSTRIAL DEVELOPMENT COMPANY, INC.** Development, construction and leasing of harbor warehousing. Handled negotiations, bidding, construction, leasing and public relations. Sold shares in 1990. Honolulu, Hawaii

1980 to 1992: Owner, partner, developer, finance manager: **KPL PARTNERS**, a residential development company. Built or acquired and remodeled numerous properties for resale. Responsible for acquisition, disposition, design, finance, construction, maintenance, marketing, sales & leasing. Waikoloa, Hawaii

1988 to 1991: CEO and CFO of **GLOBAL ARTS**, a firm established to represent, manage, license, print, and promote Hawaiian artists. Waikoloa, Hawaii

1983 to 1990: Owner and Principal Broker of **CENTURY 21 PROPERTY NETWORK**, a real estate company, handling the sales and management of all types of real property throughout Hawaii, particularly on the Big Island. With a sales team of 45 licensed agents and support staff, Karen managed the firm to strong profitability, consistently winning top island and state-wide, national, and international awards for

dollar volume and number of transactions. Its Property Management Division succeeded in the maintenance and leasing of residential, commercial and industrial properties for both the company and its clients.

During this time Karen served as Chair of several committees on local and statewide boards, advisor on numerous charitable trusts and causes, an avid fund-raiser for the homeless, the disabled, abused women and children, environment, culture and the arts, and more. She was a trainer for the Board of Realtors, teaching business management, 1031 exchanges, estate planning, and all facets of real estate business, management and sales. Karen sold the company in early 1990. Kamuela, Hawaii

Previous:

- Political Liaison and Campaign Secretary for various County and State representatives
- Performed analysis, re-structuring, and consulting for small businesses, growing to mid-size
- Owned and operated an organic farm on the Hamakua Coast
- Taught dance, movement therapy and worked as choreographer for various productions Hawaii
- Owner/Manager 75-seat restaurant, responsible for all operations Grants Pass, Oregon
- Acquisitions Director & Market Analyst, **Macco Corporation.** Newport Beach, California
- Financial analyst, finance department of **Hewlett Packard** Stanford, California

COMPUTER SKILLS

- PC and Mac formats
- Microsoft Word, Excel, PowerPoint, Outlook, FrontPage, Publisher
- Adobe Acrobat, Flash, Photoshop ▪ Ipages and Epubs ▪ Wordpress & Web Design
- Blogs ▪ Social Media - LinkedIn, Facebook, Twitter, Instagram, Pinterest, & others
- Deep and broad experience using computers in business, non-profit, and communication work

VOLUNTEERISM

Committed to life's adventure, Karen remains dedicated to professionalism and service to others, using her skills and experience in communities and causes she is passionate about...with people she loves.

- Maui Arts and Cultural Center ▪ Pacific Island Trust ▪ Maui Democratic Party - Communications Chair ▪ Maui Film Festival ▪ North Hawaii Hospice ▪ AYSO soccer coach ▪ Giving Back ▪ Pendey Foundation ▪ Rogue Valley Citizen's Council ▪ Ashland Free Press ▪ Oregon Shakespeare Foundation ▪ Britt Festivals ▪ Oregon Action ▪ Ashland Independent Film Festival ▪ Healthcare for America Now ▪ Southern Oregon Magazine ▪ Ashland Daily Tidings ▪ Citizens for Peace and Justice ▪ Ashland Food Project ▪ Veterans for Peace ▪ YMCA swim & safety instructor ▪ Rogue Valley Community Press ▪ Indy Media Week (Core member, Writer, and Publicist. Hal Jameson Award winner 2014) ▪ Peace House (Director)

REFERENCES (live links)

- [Peter W. Gans](#) ▪ [Elizabeth Merk](#) ▪ [Phyllis Leilani Halstead](#) ▪ [Herb Long, PhD](#) ▪ [Stuart O'Neill](#)
- [Herb Rothschild, PhD](#) ▪ [Kat Petty](#) ▪ [Steve Neuberger](#) ▪ [Roxy Ashworth](#) ▪ [Ed Battistella](#) ▪ [Sharyn Stone](#)

Other references are available upon request.

Karen Jeffery ~ Resource Unlimited
Phone: US 808-359-4155 E-Mail: mauitutu@gmail.com