

## KAREN JEFFERY

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

### **EXPERIENCED IN BUSINESS, NON-PROFITS, MARKETING & COMMUNICATIONS**

Karen Jeffery, entrepreneur and resource, established and managed eight companies in the US mainland, Hawaii, and the South Pacific islands. Working internationally for twenty years, she now consults with companies and non-profits, encouraging sustainable strategies to enhance profitability and goodwill.

Karen brings a wealth of experience in vision, communication, strategic planning, income generation, and repositioning to corporations and non-profits. A change agent, she's able to see the big picture and orchestrate the details, working well with people of all cultures and diversities - having traveled to over 90 islands and 65 countries. An organizer and team builder, Karen's expertise in visioning, global marketing, networking, problem solving and creative thinking offers a dynamic, solution-oriented mindset to your organization or venture.

### **SKILLS & EXPERTISE**

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

### **EDUCATION**

- Professional Writing Major (Digital Art Minor), BS, Southern Oregon University – with honors
  - AA (English and Art), University of California, Irvine
  - Advanced education in business, management, global marketing, investment, finance
    - Plus numerous seminars and courses (given and taken)

### **PROFESSIONAL EXPERIENCE**

#### **2003 to Present: Consultant, RESOURCE UNLIMITED**

Hawaii & Oregon

- Consultant, handling various projects for numerous clients:
  1. *Writing/Editing/Publishing – for Authors, Companies, Non-Profits, Publications*
  2. *Marketing, Advertising, Rebranding, Repositioning; Social Media Strategizing*
  3. *Publicity, Media Relations, Political Campaigning, Coalition Building*
  4. *Digital Photography, Digital Publishing, Web content & Development*
  5. *Fundraising & Rainmaking*
  6. *Video & Film Production*
  7. *Teaching & Training, Swim & Water Safety Instructor*
  8. *Project Management*
- Board Director, Executive Director, & Volunteer with numerous non-profit organizations
- Journalist, Columnist, Poet & Novelist – fiction and non-fiction, blogs and books
- Student & Graduate (summa sum laude/4.0), Southern Oregon University (Ashland, OR)

#### **2006 to 2008: Media & Communications Chair, DEMOCRATIC PARTY OF MAUI**

Maui, Hawaii

#### **2000 to 2006: Managing Director, SOUTH PACIFIC HOLDINGS, LTD.**

Rarotonga, Cook Islands

#### **1990 to 2002: President/PB, PACIFIC ISLAND INVESTMENTS**

Hawaii & South Pacific island nations

1986-1990: Vice President, **KAWAIHAE INDUSTRIAL DEVELOPMENT CO, INC.** Honolulu, Hawaii

1980 to 1992: Owner, partner, developer & finance manager, **KPL PARTNERS** Waikoloa, Hawaii

1988- 1991: CEO and CFO, Managing Director, **GLOBAL ARTS** Waikoloa, Hawaii

1983-1990: Owner/CEO/Principal Broker **CENTURY 21 PROPERTY NETWORK** Kamuela, Hawaii

**1978-1983:**

- Political Liaison & Campaign Secretary for various County and State representatives
- Analysis, re-structuring, re-branding and consulting for small businesses, growing to mid-size
- Dance & movement therapy teacher, choreographer for various island productions
- Organic macadamia nut, banana, mango, papaya, vegetable, and coffee farmer
- Licensed real estate Broker, Kamuela Land Company Honokaa, Hawaii

Owner & Manager, **MOUSE TRAP DELICATESSEN** Grants Pass, Oregon

High School and Special Needs Teacher, **OAHU SCHOOL DISTRICT** Haleiwa, Hawaii

Acquisitions Director/Market Analyst, **MACCO CORPORATION** Newport Beach, CA

Financial Analyst, **HEWLETT PACKARD CORPORATION** Stanford, CA

### COMPUTER SKILLS

- PC and MAC formats
  - Microsoft Word, Excel, PowerPoint, Outlook, FrontPage, Publisher
- Adobe Acrobat, Flash, Photoshop ▪ Ipages & Epubs ▪ Wordpress & Web Design
  - Blogs, Facebook, Instagram, Pinterest, Twitter, & other Social Media

### 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.

- Pacific Island Trust ▪ Maui Democratic Party (Media & Communications Chair) ▪ Maui Arts and Cultural Center
- Maui Film Festival ▪ North Hawaii Hospice ▪ Giving Back ▪ Pendey Foundation ▪ Rogue Valley Citizen's Council
- Ashland Free Press ▪ Peace House (Director) ▪ Oregon Shakespeare Foundation ▪ Britt Festivals ▪ Oregon Action
- Ashland Independent Film Festival ▪ Healthcare for America Now ▪ Southern Oregon Magazine ▪ Ashland Daily Tidings ▪ Golden & Merkley Campaigns ▪ The Omega Center ▪ Citizens for Peace and Justice ▪ Ashland Food Project ▪ Veterans for Peace ▪ Rogue Valley Community Press ▪ Independent Media Week (Hal Jameson Award winner 2014) ▪ and others

### REFERENCES (live links)

- Peter M. Gans ▪ Roxy Ashworth ▪ Ed Battistella ▪ Kat Petty ▪ Phyllis Leilani Halstead ▪ Herb Long, PhD ▪ Stuart O'Neil ▪ Herb Rothschild, PhD ▪ Steve Neuberger ▪ Sharon Stone, PhD

Other references and a long-form résumé are available upon request.

**Karen Jeffery ~ Resource Unlimited**

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