

KAREN JEFFERY

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EXPERIENCED BUSINESS CONSULTANT

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 consults with companies and non-profits, encouraging sustainable strategies to enhance profitability and goodwill.

Karen brings a wealth of experience in vision, 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. 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
- Media Relations
- Rebranding & Repositioning
- Investment Analysis
- Coalition Building
- Writing/Editing
- Progressive Campaigning
- Digital Photography
- Effective Management
- Video & Event Production
- Rainmaking & Fundraising
- International Consulting
- Social Media Marketing
- Enlightened Work Ethic
- Community Outreach

EDUCATION

- Professional Writing Major (Digital Art Minor), 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](#)

Haiku, Maui & Ashland, Oregon

- Consultant, handling various projects for numerous clients:
 1. [Writing](#) – for Companies, Non-Profits, Publications
 2. *Political Campaigning, Coalition Building, Media & Marketing*
 3. [Digital Photography](#), Digital Publishing, Web content & Development
 4. *Fundraising & Rainmaking*
 5. *Video & Film Production*

Marketing/Advertising, Rebranding, Repositioning; Social Media Marketing

6. *Teaching & Training*
 7. *Project Management*
- Board Director, Executive Director, & Volunteer with numerous non-profit organizations
 - Journalist & Novelist – fiction and non-fiction, [photography](#)
 - Student & Graduate (summa sum laude), 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
 - Macadamia nut, banana, mango, papaya, and coffee farmer
 - Licensed real estate Broker, Kamuela Land Company Honokaa, Hawaii
- 1971-1978:** Owner & Manager, **MOUSE TRAP DELICATESSEN** Grants Pass, Oregon
- 1970-1971:** High School and Special Needs Teacher, **OAHU SCHOOL DISTRICT** Haleiwa, Hawaii
- 1968-1970:** Acquisitions Director/Market Analyst, **MACCO CORPORATION** Newport Beach, CA
- 1965-1966:** Financial Analyst, **HEWLETT PACKARD CORPORATION** Stanford, CA

COMPUTER SKILLS

- PC and MAC formats
- Microsoft Word, Excel, PowerPoint, Outlook, FrontPage, Publisher
 - Adobe Acrobat, Flash, Photoshop
 - Pages and Epubs
- Web Design, Blogs, Facebook, 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
- RSVP
- Hospice Maui
- Giving Back
- Locals Guide
- Pendey Foundation
- Rogue Valley Citizen's Council
- Peace House
- Oregon Shakespeare Foundation
- Britt Festivals
- Transition Town
- Ashland Independent Film Festival
- MoveOn
- Healthcare for America Now
- Oregon Action
- Southern Oregon Magazine
- Ashland Daily Tidings
- Jeff Golden Campaign
- The Omega Center
- Ashland Food Project
- and others

REFERENCES

- [Peter M. Gans](#)
 - [Stuart O'Neill](#)
 - [Steve Neuberger](#)
 - [Sharon Stone](#)
 - [Herb Long, PhD](#)
 - [Tim Orden](#)
- Other references and a long-form resumé are available upon request.

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