

KAREN JEFFERY

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www.maiiwriter.com

CORE COMPETENCIES

Writing & Editing	Social Media Marketing	Research
Publicity & Media Relations	Community Outreach	Project Management
Coalition Building	Executive Assistance	Proven Leadership

SUMMARY

Having enjoyed a career that spanned industries and the globe as an entrepreneur and resource, Karen established and managed eight companies and hundreds of agents in the US mainland, Hawaii, and the South Pacific islands, working internationally for twenty years.

- As the CEO of Resource Unlimited LLC, Karen has been satisfying business and professional clients for over 24 years, providing marketing, digital and social media, writing, editing, design, and business organization services. She established businesses as diverse as a restaurant, organic farm, dance studios, arts and publishing companies, real estate sales, development and management...and more.
- Karen graduated with a degree in Professional Writing and has authored blogs, newspaper columns, magazine articles, several books, editing and publishing others. She's also been a teacher, professional researcher, and caregiver. She enjoyed years of continuing education and courses, given and taken.
- With a breadth and depth of experience in vision, communication, strategic planning, income generation, and leadership, Karen sees the big picture and orchestrates the details, working well with people of all cultures and diversities. As an organizer, team builder, and change agent, with expertise in networking and creative thinking, she offers a dynamic, solution-oriented mindset to any organization or venture.
- Karen is currently in Portland, Oregon, seeking a part-time and/or remote position, aligning with your values and mission...so together you can make a difference.

PROFESSIONAL EXPERIENCE

- **Freelance Consultant** **2003 to 2024**
RESOURCE UNLIMITED, LLC. Oregon, Hawaii, and International
 - **Writing & Editing for authors, professionals, companies, non-profits, publications**
Authored newspaper articles and columns (wine & food, peace & justice, financial, educational, and environmental issues), blogs, website content, copy, fliers, brochures, books, book cover design, annual reports, programs, press releases, promotional materials
 - **Branding, Marketing, Advertising, Publicity, Rebranding, Repositioning, Contract Negotiations**
for professionals, doctors, attorneys, realtors, chiropractors, pastors, politicians, small firms...
 - **Political Campaigning - Coalition & Team Building, Meeting & Event Planning, Project Management**
As Media & Communications Chair for the Democratic Party of Maui, Karen created communications and events for the Board and the Party, campaigning for and hosting island and national candidates.
- **Executive Assistant, Transcend Financial Inc.** Admin, invoices, spreadsheets, communications... **2024**
- **Arbitrator, FINRA (Financial Industry Regulation Authority), Washington D.C.** **2023 to 2024**
- **Author and Publisher, International** **1998 to 2024**
Karen writes and publishes fiction and non-fiction, also editing and publishing books for clients.
- **Board Director, Executive Director, & Volunteer** with numerous non-profit organizations **1988 to 2022**
- **Field Interviewer, RESEARCH TRIANGLE INSTITUTE, Durham, NC** **2018 to 2022**
Performed research and analysis on Maui (and off-island travel assignments) under federal contract with the Department of Health & Human Services.

- **Teacher, 2nd Grade Reading. KIHEI ELEMENTARY. Kihei, HI** **2016 to 2017**
- **Teacher & Testing Evaluator, WAIKOLKOA VILLAGE ELEMENTARY. Waikoloa, HI** **2015 to 2017**
Karen was recruited for RTI reading intervention for Title I, grades K-5
- **Skills Trainer & Behavioral Analyst, HAWAII BEHAVIORAL HEALTH, Big Island, HI** **2015 to 2016**
- **Managing Director, SOUTH PACIFIC HOLDINGS, INC. Rarotonga, Cook Islands** **2000 to 2006**
Performed hospitality evaluations and brokered boutique hotels and private islands in Hawaii, Tahiti, Fiji, New Zealand, Vanuatu, Samoa, Cook Islands, and throughout the South Pacific
- **Owner/Broker, PACIFIC ISLAND INVESTMENTS. Hawaii & South Pacific nations** **1990 to 2002**
Hired, trained, and managed agents and support staff at top-selling realty firm
Developed and managed residential, commercial, and industrial properties
- **Vice President, KAWAIHAE INDUSTRIAL DEVELOPMENT CO. Honolulu, HI** **1986 to 1990**
Partner, Development Advisor/Negotiator, and Leasing Manager for co-owned harbor warehousing

ADDITIONAL EXPERIENCE

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|-------------------------------------------------------|-----------------------------------------------------------------------------------------|
| ▪ Macco Corporation, Newport Beach, CA | Acquisitions Director/Market Analyst |
| ▪ County & State Elections, HI, FL, TX, CA | Political Liaison and Campaign Secretary |
| ▪ KPL Partners, Waikoloa, HI | Partner, Developer & Finance Manager |
| ▪ Global Arts, Waikoloa, HI | CEO and CFO, Managing Director |
| ▪ Property Network, Kamuela, HI | President & Principal Broker |
| ▪ Hewlett Packard Corporation, Stanford, CA | Financial Analyst |
| ▪ Mouse Trap Delicatessen, Grants Pass, OR | Owner & Manager |
| ▪ Business Consultant, Hawaii | Analyst, re-structuring, re-branding
for small business, growing to mid-size |

EDUCATION

- Southern Oregon University, Ashland, OR
BS Summa Cum Laude, English & Writing
- University of Hanover, Hanover, Germany
Progression towards MBA, International Business
- University of California, Irvine, CA
AA, Major in English, Minor in Art

OTHER SKILLS

PC and MAC formats, Microsoft Office Suite, Google Suite, Photoshop, Ipages & Epubs, Wordpress & Web Design AI, Blogs, Zoom, Facebook, Instagram, X, LinkedIn, Youtube...

VOLUNTEERISM

Love ♦ Mission ♦ Action

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| • Pacific Island Trust, founder | • Southern Oregon Magazine, journalist |
| • Maui Democrats, media & communications | • Ashland Daily Tidings, journalist |
| • North Hawaii Hospice, patient care | • World Dharma, press & publicity |
| • Giving Back, media & publicity, web content | • Healthcare for America Now, coordinator |
| • Veterans for Peace, layout & photo editing | • Oregon Action, social media |
| • Ashland Free Press, journalist | • Ashland Food Project, neighborhood director |
| • The Omega Center, writer & publicist | • Rogue Valley Community Press, columnist |
| • Peace House, Director & Media Chair | • Independent Media Week, publicist |
| • Citizens for Peace and Justice, publicist | • (Hal Jameson Award winner) |