

# Michelle Jamieson

## contact

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## profile

With a global background, having worked, lived and studied in Canada, Thailand, and the United States, I have a unique understanding of culture and the service and business environment. I am seeking to further my career in communications within an innovative organization where I will be able to grow alongside.

## education

### Candidate for Master of Arts in Organizational Change

Hawaii Pacific University | scheduled graduation December 2014

### Bachelor of Science in Travel Industry Management (TIM School)

University of Hawai'i at Manoa | August 2009

### Professional Certificate – Culturally Adaptive Leadership

Hawaii Pacific University | August 2014

### Professional Certificate – Consulting

Hawaii Pacific University | scheduled completion December 2014

### Certificate of Entrepreneurship - Marketing

Kapiolani Community College | August 2011

## strengths

Innovative

Resourceful

Creative

Hard working

Detail-oriented

Team player

Adaptable

Independently motivated

## experience

### Client Relations/Project Manager, AT Marketing, Honolulu, Hawaii | November 2013 — Present

- Develop, implement and facilitate social media programs.
- Measure social media plan effectiveness and analyze new opportunities for engagement.
- Develop and build new business opportunities.
- Ensure consistent messaging across multiple marketing channels while closely monitoring brand reputation.
- Selected Achievement: Successful and impactful marketing for SPAM Jam 2014 along with further development for content and reputation management for the 2015 festival.

### Communications Consultant, Freelancer, Honolulu, Hawaii | January 2010 — Present

- Variety of clients from musicians to travel companies to government agencies.
- Development, writing, and editing activities for various strategy planning projects in Asia.
- Assist in planning and execution of events for clients as well as provide public relations and marketing services.
- Selected Achievement: Contributor/editor, Association for Southeast Asian Nations (ASEAN) Marketing Strategy 2011-2015.

## Creative Director, HI Class Clothing, Honolulu, Hawaii | January 2010 — Present

- Collaborate on apparel design, website and content for social media platforms.
- Develop a public relations and social media strategy.
- Continue to work on business development and brand management.
- Selected Achievement: Successfully developed the story line for initial press releases for the introduction of HI Class Clothing and the innovative use of social media for business development.

## Global Communications Intern, Impact Hub Global, Honolulu, Hawaii | May 2014 — August 2014

- Monitored internal/external brand reputation and assisted with the organization brand change.
- Curated media contact and online influencers database and built a central database of impact stories.
- Selected achievement: Successful implementation and measurement of brand change initiative.

## Public Relations Manager, Mana Means Communication, Honolulu, Hawaii | April 2010 — May 2012

- Created new opportunities for press engagement and marketing along with developing and implementing marketing/public relations strategies.
- Utilized innovative public relations activities to diversify the traditional strategies for greatest impact.
- Selected Achievement: Development and implementation of the media strategy for the 10th International Conference on Alzheimer's Disease (ICAD) in 2010.

## Public Relations Intern, Sheraton Waikiki Hotel, Honolulu, Hawaii | June 2007 — December 2008

- Prepared a variety of public relations material including press release ideas and media strategies for all Starwood Hawaii properties.
- Extensive participation in developing, planning and execution of events, entertainment, along with working directly with media and travel journalists to further promote the brand and reputation of Starwood.
- Selected Achievement: Researched, wrote and prepared the proposal that won the Princess Kaiulani Hotel the "Keep It Hawai'i Award" in 2007.

## experience

## international projects

- Contributor to the development of the business plan for the Learning Resort at Thammasat University.
- Contributor/editor, Association for Southeast Asian Nations (ASEAN) Marketing Strategy 2011-2015.
- Co-author, The Development and Evolution of the ASEAN Community – ASEAN Tourism Strategic Plan 2011-2015 in the Journal of Hospitality & Tourism.
- Editing activities for various planning projects; editor, Community Based Tourism book published by the College of Innovation at Thammasat University, Thailand.

## passions



Travel



Food and Wine



Volunteering



Art & Culture



Fashion



Photography