

 Walla Walla, Washington

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SUMMARY

A results-driven professional with an in-depth understanding of project management within the areas of marketing and communications. Proficient in writing, graphic design, photo editing, and print production, as well as audio/video editing.

Experience in people management and team building, financial reporting, public speech, and communication management in non-profit, secondary, and higher education institutional environments. Versatile and a fast learner.

AARON NAKAMURA

EDUCATION

Doctor of Strategic Leadership (D.S.L.)

Liberty University; Lynchburg, Virginia

2024, expected

Master of Communication Management (M.C.M.)

University of Southern California; Los Angeles, California

2019

Bachelor of Science, Marketing Management (B.S.)

Bachelor of Science in Business Administration, Marketing Management Emphasis
California State University; Los Angeles, California

2014

Certificate of Emphasized Study

Social Media, Use & Strategy

California State University; Los Angeles, California

2014

EXPERIENCE

Walla Walla University *Walla Walla, Washington*

Director for Marketing & University Relations

Nov. 2019 — Current

- o Develop, implement, and maintain a strategic marketing and public relations program which supports and advances the university among its constituents.
- o Maintain and oversee the university's image, identity, and branding throughout internal and external communications, as well as print, promotional advertisements, and products distributed to key stakeholders and target markets.
- o Oversee scheduling, direction, and production of major print, digital, and video pieces that represent the university.
- o PR Responsibilities include the creation of press releases, assist the institution's president and other departments with major internal/external communications, and responding to members of the press as the institution's spokesperson.
- o Oversee scheduling, direction, and production of major print, digital, and video pieces that represent the university.
- o Assist with crisis communications as a member of the university's Emergency Management Team.
- o Oversee and monitor the "voice" and "tone" of social media content posted on official Facebook, Instagram, Twitter, and TikTok accounts to ensure alignment with the institution's brand and style, all while measuring efficacy of reaching primary stakeholders.
- o Lead in the ideation and direction of paid social media advertisement efforts and track metrics and scheduling utilizing Facebook Ads Manager and other social media management platforms like Hootsuite, Later, AirTable, and Canva.
- o Collaborate and communicate appropriately with external content creation firms to assist in marketing and communication efforts, as well as print vendors for all print and mailing campaigns.
- o Oversee department's annual budget by appropriately allocating funds to projects and campaigns, as well as monitoring expenses.
- o Assist as needed with web content updating and management on institution's content management system (CMS) platform, TYPO3.
- o Utilize the Basecamp project management platform to manage, delegate tasks, communicate productions scheduling, and track team progress.

EXPERIENCE *(continued)*

Milo Adventist Academy *Days Creek, Oregon*

Director for Marketing & Advancement

Nov. 2018 — Nov. 2019

- o Direction of institutional marketing, external communications, and fundraising pursuits from ideation and planning to execution.
- o Oversight of print and digital communications to key stakeholders, ensuring quality, uniformity, and alignment with main strategy, objectives, and branding.
- o Oversight and execution of marketing campaigns to highlight fundraising efforts toward institution's Annual Fund.
- o Onboarded institution onto the DonorPerfect CRM platform to improve and optimize customer/donor engagement and fundraising efforts.
- o Scheduled, planned, and executed advertising & fundraising campaigns throughout the year to boost enrollment and donor giving.
- o Lead in art direction, design, and proofread of the institution's quarterly magazine.
- o Oversight of design of institutional apparel, as well as branded print & promotional products.
- o Plan, create, and execute advertisements on institution's Facebook & Instagram platforms utilizing Facebook Ads Manager.
- o Oversight of social media content to ensure unity and efficacy, measurable marketing, and optimal advertising.
- o Design & maintain organization's website on Joomla Content Management System (CMS)

Milo Adventist Academy *Days Creek, Oregon*

Business Manager & VP of Finance

Aug. 2015 — Nov. 2018

- o Management & oversight of institution finances & business operations reporting
- o Monitoring of and management of cash flow
- o Oversight of hiring summer college interns & business operation employees
- o Coordination in the preparation of the annual institution budget and allocation of funds
- o Disseminate departmental budget data to departmental staff at appropriate intervals
- o Preparation of monthly financial statements and presentation of data at Board of Directors meetings
- o Attend Oregon Conference and North Pacific Union Conference finance officer meetings
- o Chair monthly finance committee meetings
- o Oversight of timely completion of accounts payable
- o Planning & implementation of appropriate billing and collection processes for accounts receivable
- o Oversight of student payments of tuition and fees
- o Assist parents & families in the application process for financial assistance
- o Meet with and communicate with families in order to complete financial contracts/plans

Review & Herald Publishing Association *Hagerstown, MD*

Photojournalist

Jul. 2010 — Sep. 2013

- o List of duties are posted on LinkedIn page.

OTHER SKILLS

- Adobe Creative Suite
- Microsoft Office 365
- Joomla & TYPO3 CMS
- Hootsuite, Later, Trello, Basecamp, and Airtable Project Management Platforms
- Working knowledge with Google Suite, Apple and Windows OS
- Proficient in video editing and audio recording/mixing.
- Working experience with graphic design

OTHER EXPERIENCE

Past President & Past Vice President for Public Relations

Toastmasters International

List of duties are posted on LinkedIn page.

Project Volunteer Coordinator

Maranatha Volunteers International

List of duties are posted on LinkedIn page.