

Cynthia Kauai

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EMPLOYMENT

Office of Mayor & Council, City of Chula Vista *Executive Secretary*

Dec 2022 - Current

- Corresponding with reporters, journalists, editors, anchors, producers, and writers & acts as Communications Director, Press Secretary, and Media Liaison
- Issuing press releases & overseeing social media & communications
- Managing Mayor's calendar and meeting with stakeholders in the city and county
- Representing the Mayor at community organizations and events and attending to constituents' needs
- Serves as the department head and liaison with City staff for invoices, timecards, and travel

One America News Network (OAN) *Television Producer, Copy Editor, Guest Booker, News Script Writer*

Oct 2021 - Nov 2022

- Edited all scripts for weekday morning shows and weekend morning shows
- Supervised and mentored writers and associate producers
- Determined news stories for daily rundown
- Booked state wide politicians, statewide candidates, directors of organizations & community leaders to interview with anchors & reporters
- Crafted all interview questions for live hits with guests and political correspondents
- Wrote 6+ scripts, in-house, out-house packages for reporters and anchors in AP style daily
- Contributed with breaking news and live streaming of political events

FocusCom Inc. *Account Supervisor, Public Relations Consultant*

May 2022 - Nov 2022

- Managed media relations for La Mesa Chamber of Commerce & secured earned media bookings with Fox 5, CBS 8, ABC 10, KUSI, East County Magazine, KPBS, San Diego Union Tribune, San Diego Magazine
- Advised 5 accounts in politics, public affairs, security, and biotechnology
- Coached research coordinator on competitor analysis, media lists, and media relations

Amy Reichert for San Diego Supervisor *Deputy Campaign Manager, Volunteer Director*

Feb 2022 - Nov 2022

- Co-lead operation which forced incumbent to spend at least \$415,000 against Republican challenger
- Managed media relations & secured earned media bookings with One America News (OAN), KUSI, Fox 5, CBS 8, San Diego Union Tribune Editorial Board, Patch, East County Magazine, San Diego Newsdesk, KOGO I-Heart Radio, AM760, and San Diego Rostra
- Copy edited press releases, fundraising letters, campaign text messages, 6,000+ social media following, 6,000+ subscriber email newsletters, and all communications
- Recruited & trained a 300+ campaign volunteer apparatus for ballot harvesting, door knocking, phone banking, texting, envelope stuffing, community outreach, and Get Out the Vote (GOTV) which

produced 56,630 direct voter contacts through 2022, including 50,061 calls made and 6,569 doors knocked

- Coordinated fundraisers and events that raised \$236,000
- Supervised Field Director, Deputy Communications Director, Social Media Manager, Fundraiser Coordinator, and Opposition Researchers

CliniComp Marketing Manager

Oct 2020 - Jun 2021

- Reimagined sales & marketing team budget, production and distribution calendar, internal team processes, project stages, deliveries, branding, and designing
- Enriched product marketing to increase business development in HubSpot, Microsoft Office
- Crafted press releases, email templates for sales sequences, eBooks, and other lead magnets
- Analyzed client audience, competitors, market, and trends to define digital strategies

Agile IT Marketing Associate

Nov 2019 - Jun 2020

- Architected 5+ project roadmaps that got implemented for onboarding internal employees
- Implemented 50+ Go-To-Market materials for Microsoft's upcoming product releases for stakeholders
- Crafted 5+ SEO optimized blogs, integrated 5+ infographics, and created copywriting and content for social media and email newsletters with WordPress, Meet Edgar, Canva, Adobe Creative Suite
- Cultivated a content and operations strategy for engaging with employees and customers

iMatrix Senior Account Manager, Business Development Representative

Jun 2017 - Oct 2019

- Owned 270-475 customers monthly to understand strategic vision for their marketing and set expectations for the delivery of new functionalities in Salesforce
- Prioritized 100+ opportunities to communicate progress through project lifecycle and express the "big picture" of challenges that impacted the customer experience
- Scaled a Backlog of 200+ customer accounts by weighing needs and demands of internal/external stakeholders
- Acquired opportunities for inside sales consultants which brought the company an additional annual revenue of \$25,000

EDUCATION

University of California, San Diego *Bachelor of Arts in Communication*