

Lisa Davidson

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Laha Lele on Instagram & YouTube • @wordsthatworkHI on Twitter
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PROFESSIONAL EXPERIENCE

Marketing Communications Consultant Honolulu, HI & other locations 1992 - Present Writer, Words That Work©

- Creating “Content That Counts”—write, edit, design and upgrade websites, consult with businesses on marketing campaigns & integrated social media
- Ebooks, blog posts, PR, damage control
- Manage social media and analytics for clients
- Edit theses, dissertations, and journal articles for graduate students and professors at the University of Hawai‘i and elsewhere
- Tutor private students in English (ESL)

Roberts Hawai‘i (Travel & Tourism) Honolulu, HI February - May 2015

Marketing & Communications Specialist

- Direct tone of updated branding effort across all mediums, including changes to in-house newsletter
- President Percy Higashi approved my new brochure and website copy on first drafts
- Propose improvements for streamlined efficiency in marketing department
- Research methods to integrate older family business personnel with new corporate image staff

Hawai‘i State Senate, Honolulu, HI January - May 2014 Session

Legislative Aide

- Update two blogs daily
- Prepare press releases & newsletters
- Update Senator on Health and Agriculture Committee proceedings
- Prepare files for votes
- Photograph events and educate the public

**Hawai'i State Senate, Honolulu, HI
January - June 2013 Session**

***Senate Journal* Transcriptionist/Proofreader**

- Record all proceedings in Senate Chamber during Legislative Session; review audio
- Transcribe, edit, and proof printed versions of floor speeches, Senate Bills, Resolutions, Standing Committee Reports, Governor's Messages, and other official documents for entry into the *Senate Journal*, published annually
- Establish more efficient system for tracking and filing all official and sensitive documents

**Superb Internet, Honolulu, HI
(Website hosting company)**

October 2009 - April 2010

Creative Writer

- Research, write, design new corporate website (15th Anniversary)
- Plan interactive social media and email marketing campaigns
- Write newsletter and blog articles--sole writer for five offices in US and Canada
- Design and write brochures and corporate collateral for sales department and trade shows
- Edit all print and online materials
- Draft ISO compliance guidelines and streamline office procedures

**Research Corp. of University of Hawai'i (RCUH)
(Federally funded project assisting disabled youth to obtain employment)**

April 2009 - October 2009

Mentoring Associate / Writer for STRIDE project

- Generate publicity materials for events
- Network with local businesses and members of Congress to increase available job placements and donations; track outcomes data
- Research current federal guidelines under the Americans with Disabilities Act (ADA) to increase resources for project participants
- Facilitate group meetings, provide telephone counseling
- Establish and maintain the project's first Facebook site to increase group involvement

**University of Hawai'i, Manoa, English Department, Honolulu, HI
July 2004 - July 2006**

Teaching Assistant

- Assist Professor in Children's Literature Seminar
- Advise students at all levels (Freshman to Ph.D.) in the Writing Workshop classroom
- Keep regular office hours to assist students outside of class

Colloquium Committee Representative

- Network with local businesses to welcome visiting distinguished authors to the University

Crittenden, San Diego, CA

May 2002 - May 2003

Marketing & Data Director

- Supervise four departments of a research and publishing company with four locations in California (Database Marketing, Telemarketing Call Center, Customer Service, Circulation)
- Increase subscription base for information-only newsletters on real estate and insurance trends
- Implement new systems for email marketing, list maintenance, branding graphics, and customer satisfaction
- Exceed annual goals in only six months

Sir Arthur Lewis Community College, Saint Lucia, West Indies

July 1997 - August 1998

Instructor

- Teach four classes; subjects included English, English for University of West Indies branch campus students, General Paper, and Language & Communications
- Teach writing workshops for challenged teens at CARE Centre (1996)
- Lead "Ventures," voluntary peer mentoring program for young women
- Provide community journalism and support for agricultural diversification

Microsoft, Redmond, Washington

August 1992 - November 1995

Writer, Corporate Communications Division

- Develop award-winning marketing campaigns for in-house advertising agency
- Create branding and naming strategies, retail packaging, corporate collateral
- Lead direct marketing campaigns for product launches and upgrades, including Comdex event planning
- Establish first Direct Marketing team within CorpComm division

Manus Direct, Seattle, Washington

July 1988 - July 1992

Senior Copywriter

- Develop award-winning business-to-business and consumer direct marketing campaigns
- Create newsletters, catalogs, merchandising materials, co-op advertising, event and conference marketing
- Initiate publicity campaigns to win new clients, including Microsoft
- Tour with cruise clients throughout the Caribbean, Panama Canal, and Alaska for fresh and original travel copy

Waterfront Press, Seattle, Washington

July 1985 - June 1988

**Marketing and Circulation Management for a magazine publishing company
(*Seafood Leader Magazine, Alaska Fisherman's Journal*)**

- Manage delivery and customer service departments
- Implement database marketing and manage in-house database
- Convert magazine subscriptions from free to paid
- Increase paid circulation by 47% in 2 years according to BPA audit

EDUCATION

BA, English with Distinction, Phi Beta Kappa, University of Washington (Magna Cum Laude); also attended Dartmouth College as Daniel Webster Scholar (Early Decision)

MA Candidate in English, Creative Writing at the University of Hawai'i Manoa 2004 - 2006

AWARDS

- Two-time International Caples Finalist (Direct Marketing)
- American Marketing Association Award (Retail Merchandising)
- Abernethy Scholarship (Creative Writing)
- Draham Prize (Creative Writing)
- Grayston Award (Creative Writing)
- Phi Beta Kappa
- Who's Who in American Poetry
- Member, International Association of Professional Writers and Editors (IAPWE)

PUBLICATIONS

Author of poetry chapbook, *Madam, Your Daughter is Molting* (Bellowing Ark Press, 1994)

Travel reviews, business articles, profiles, columns and poetry for publications and websites, including Greenerdailylife.com, *Mariner News, Business Focus, Home Companion, The Seattle Review* and others

LinkedIn Profile <http://www.linkedin.com/in/lisadavidsonisthewriteryouwant>