

CYNTHIA KUROSE

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San Diego, CA
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SUMMARY

A seasoned brand strategist and communications professional with a solid record of accomplishments in national brand positioning, targeted message development, and strategic relationship management. Personable and articulate with outstanding oral and written communication abilities. Excel in making sound decisions and in exercising diplomacy in challenging situations.

**Marketing Communications • Public Relations • Brand Strategy • Brand Storytelling
Social Media Management • Media Relations • Event Management • Executive Communications
Relationship Management • Budget Management • Copywriting • Business Presentations**

PROFESSIONAL EXPERIENCE

Director, Communications and Brand (Jan 2022 – Present)
Fire Suppression Innovations | GreenFire, Placentia, CA (freelance, remote)

- Responsible for developing a go-to-market brand strategy to launch a startup company in the fire protection industry.
- Develop a brand story and identify strategic platforms and audiences for targeted reach.
- Build credibility for company by highlighting founder's story and core team's industry expertise.
- Create and deploy key brand deliverables including company mission statement, updated content for website, and original photography and video assets.
- Oversee company's public relations and media relations efforts.

Freelance Writer, Multifamily Branding (Jan 2021 – Present)
Lease Labs, San Diego, CA (freelance, remote)

- Using client brand discovery deck to inform strategy, develop written concepts for property naming, taglines, headlines, and positioning statements.
- Collaborate with Creative Director and Art Director to ensure written concepts translate clearly for creative team's development of complementary graphic elements.
- Refine concepts as needed per client feedback.

Director, Marketing (Dec 2019 – Dec 2021)
Aloha and Light Baby Sling Wraps, Honolulu, HI (freelance, remote)

- Responsible for creating and executing a global brand strategy to grow business, acquire new customers and increase sales.
- Conduct competitive industry research to identify and highlight a unique selling proposition.
- Develop a brand story and identify strategic platforms and audiences for disseminating story.
- Create and deploy key marketing deliverables, including company mission statement and tagline, updated content for website, photography and video assets, and marketing one-pager.
- Establish brand standards for consistency in consumer-facing communications.
- Develop and implement social media campaigns for ongoing consumer engagement and promotion of new product releases.
- Collaborate with business owner in development and design of new products, and partnership opportunities with complementary businesses.
- Results: 65% increase in Facebook Community membership; 100% YOY increase in engaged consumers; YOY sales increase of 107%

Media Associate (Feb 2018 – Jan 2020)
Scripps Ranch News, San Diego, CA

- Maintained a pulse on local current events and pitched relevant story ideas to publisher.
- Researched topics, identified info sources, and conducted interviews to complete news write-ups.
- Wrote and published one to five stories per monthly news cycle, as assigned by publisher.
- Conducted live-streamed and pre-recorded online news broadcasts (produced and reported).
- Developed and strategically leveraged relationships within the community.

- Assisted with identifying and developing prospects for ad sales.

Executive Communications Consultant

(August 2015 – Jan 2018)

CK Communications Consulting, LLC, San Diego, CA

- Managed public relations efforts on behalf of client; wrote press releases, planned media events, crafted speaking points for executives, coordinated media inquiries.
- Developed executive speeches for internal and external speaking engagements; provided consultation on overall messaging strategy.
- Composed corporate communications on behalf of executives.

Manager, Public Relations and Brand Communications

(July 2005 – August 2015)

Kubota Tractor Corporation, Torrance, CA

- Led company’s overall communications, public relations and brand positioning strategies to increase brand awareness and promote a favorable brand image across the U.S.
- Collaborated with senior leadership and affiliate companies to ensure comprehensive communications programs and strategies.
- Developed executive messaging strategies for internal and external speaking engagements; crafted speaking points and assisted with speech writing.
- Managed public relations agency; oversaw development of press releases, coordinated media inquiries and events, organized press conferences and product launch events.
- Managed photo shoots and assisted in production of marketing videos.
- Managed internal corporate communications, including creation of a monthly newsletter.
- Led crisis communications team; maintained current crisis communications plan.
- Managed social media strategy; launched company Facebook and LinkedIn pages.
- Coordinated media training for company spokespersons; led brand messaging training for employee groups and departments.
- Launched first corporate giving strategy; coordinated quarterly donation events and maximized communications leverage internally and externally.
- Planned, publicized and produced events with up to 3,000 guests and \$3M in budget.
- Managed site selection and contract negotiation with hotel partners and other suppliers.
- Directed event logistics and managed event staff.
- Cost-effective negotiation and implementation of best practices resulted in company savings of \$1.5M.

EDUCATION AND PROFESSIONAL SKILLS

University of Southern California, Los Angeles, CA

Bachelor of Arts, Social Sciences, Emphasis in Psychology

Dean’s List – earned honors three semesters

Lifetime Member, Psi Chi – National Honor Society in Psychology

Foreign Languages

Fluent in Spanish

Technology

<u>Software/Platform</u>	<u>Proficiency</u>
Microsoft Word	Advanced
PowerPoint	Advanced
Excel	Intermediate
Lotus Notes	Advanced
Google Docs	Intermediate
Facebook	Advanced
Instagram	Intermediate
LinkedIn	Intermediate
Twitter	Intermediate
Canva	Advanced
Splice (video editing)	Intermediate