

Katherine (Kalamali) Lee

www.Kalamali.com * [Linkedin.com/in/KalamaliLee](https://www.linkedin.com/in/KalamaliLee)

831-566-3105 * kgclee@ucdavis.edu

3414 Kenilworth Lane, Santa Cruz, CA 95616

Director of Communications

Enthusiastic Marketing Strategist and Innovative Team Leader

- Known as a marketing and branding expert in worldwide nonprofit organization coaching 150 individuals in different countries on brand and digital campaign strategy.
- Raised Google ranking to #1 position for a highly competitive keyword phrase targeted for employer's audience; using an optimized landing page and PPC Facebook Ads.
- Used Google Analytics & AdWords to inform and drive increased ROI for internationally renowned yoga retreat and globally attended online learning platform.
- Authored articles, blogs, social media, email, and web content for a variety of publications and purposes, including fields such as development, research, leadership, and wellness.
- Team leader, excellent communicator, prioritizer, and super time-manager for multiple projects— overseeing graphic designers, videographers, photographers, and social media.
- Ability to creatively purpose research results to strategize donor engagement materials such as fundraising presentation, donor letters, and email campaigns for large audiences.
- Desire to continue to grow as a professional and be innovative in the field of communications and development.

PPC Ad Campaigns (Google and Social Sites)
Adobe Photoshop and Premiere Pro
Knowledge of English Language Styles
Search Engine Optimization (SEO)
Google Analytics & Keyword Tool
Press Release and Media Kit Development
Lead Page Design & Campaign Optimization

Survey Design and Focus Groups
Grant Writing Assistance & Proofing Skills
Social Media Analytics & App Integrations
Email Marketing Campaigns (A/B Testing)
Web Usability Research Analysis
Web Development & Basic HTML
Web-Based Donor & Alumni Engagement

PROFESSIONAL EXPERIENCE

APPLIED SURVEY RESEARCH, Watsonville, CA

2019—PRESENT

Research Analyst, Marketing and Communications Team

Created from scratch an extensive writer's guide for staff. Conducted extensive marketing plan assessment for 2019 to 2020. Article development and editing of various public health articles strategized for search engine optimization (SEO) and social sharing. In first week, received 100x greater reach on social posts, culminating in a call from the media regarding the release of the nationwide County Health Ranking reports.

In addition, assist with the written reporting and data collection for community health assessments and homeless Point-In-Time counts, survey development, and design for program evaluations.

Volunteer: (In progress) Development of press kits and press releases for the Project Homeless Connect Santa Cruz County. Redesign of the website, social media marketing strategy, and content creation. Assistance with event planning and volunteer engagement for June 2019 all-day community event.

UNIVERSITY OF CALIFORNIA, DAVIS, Davis, CA

2018—2019

Senior Writer, Marketing and Communications, Development and Alumni Relations

Wrote and edited inspiring development and alumni-oriented articles, profile stories, press releases, and remarks for leadership including the UC Davis Chancellor. Developed content to support the university's comprehensive campaign, alumni engagement, and other initiatives. Interviewed and built relationships with alumni, parents, donors, faculty, staff, and the beneficiaries of philanthropy for articles and video, especially in support of the [UC Davis Big Ideas campaign](#). Established and maintained productive working relationships with colleagues in support of a \$230 million annual fundraising campaign. Wrote gift announcements and profiles for major gifts over \$1 million.

Went above and beyond job description to provide SEO research reports for campaign opportunities. Assisted with marketing strategies for various units and events. Participation on the Give Day Communications Council and Strategic Communications Council.

Volunteer: Wellness Ambassador for department with over 100 employees. Wrote strategic business plan based on the completion of an employee interest survey for activities and program development. Received a small wellness grant based on submission. Organized fitness boot camp, gentle yoga series, and weekly walking groups.

MARKETING CONSULTANT, Remote Locations

2011—2019

Founder and Director

Created a consulting and educational digital marketing agency from the ground-up that empowered nonprofit organizations, individual entrepreneurs, and small businesses to be successful. Specialized in helping clients achieve maximum potential at minimal cost.

- Created two successful online courses with nearly 10,000 students enrolled.
- Sought out in several areas of expertise, including social media, business strategy, and marketing plan development.
- Led live webinars and writer for weekly marketing tips.
- Encouraged the use of measuring and reporting performance with valuable indicators.
- Authored a book, [Marketing for Good: Principles for Spreading Inspiration](#).

ANANDA WORLDWIDE, Nevada City, CA

2012—2018

Marketing Coordinator and Educator

Steadily promoted from social media coordinator and web developer to marketing coordinator. Created from scratch an online educational resource and branding database with hundreds of pages. Reported to nonprofit's worldwide directors and chief officers.

Acquired deep expertise in social media, PPC advertising, landing page optimization, and web usability development and testing.

Highlights and Accomplishments

1. Integration of 150 individuals worldwide to implement a unified marketing strategy.
2. Improved organizational efficiency in multiple online marketing platforms and disseminated information to smaller local branches.
3. Major partner for development unit, and assisted on various donor engagement activities for direct mail and online platforms.
4. Held educational workshops across the West Coast and India that helped centers reach new audiences and increase local attendance at workshops and events.
5. Expanded multiple Facebook business page networks from 1-2,000 likes to 50,000 likes with small budget using content marketing, survey and keyword research.
6. Published over 100 educational articles on SEO, social media, paid advertising, lead page optimization, analytics, basic marketing research, branding, graphic design, writing, copyright, fundraising, press releases, and events.

7. Created several of the organization's most successful SEO-driven blog content based on keyword research.
8. Promoted the use of social media app integration, automated email campaigns, A/B testing, and a more holistic approach to digital efforts resulting in significant email list growth.
9. Hold the organization record for video with highest number of views and second largest reach.

Management Responsibilities

- Led monthly organizational communications leadership meetings to establish cooperative and integrated content-marketing based approach.
- Did individual coaching and department assessments on branding and strategy. Highly commended for attending to departments with weaker online presence and giving dedicated time to improve their results.
- Managed interns from international branches of organization and mentored high-school students in social media, web usability, and HTML.
- Created a progressive organizational model for annual themed communications campaigns based on keyword research and analytics that is now being upheld as the standard.
- Created a "Share Strategy" to overcome Facebook reach limitations using the power of individuals; now implemented in the organizations U.S. and worldwide branches.
- Conducted qualitative interviews and designed quantitative survey for team implementation.
- Presented to over 150 individuals on digital marketing strategy. The course lead called it "best talk of the 12-week course."

Volunteer: (Current) Coordinate and promote organizational directors' weekly blog and podcast. Update organization's online marketing education site and create content for its globally reaching newsletter.

SUMMARY OF ADDITIONAL EXPERIENCE

- BOSTON UNIVERSITY SCHOOL OF PUBLIC HEALTH, Boston, MA, 2010-2011, Tutor & Teaching Assistant: Graduate studies level tutor in various course topics as well as teaching assistant to Social and Behavioral Sciences concentration introductory course.
 - IMPACT QUINCY COALITION, Quincy, MA, 2010-2011, Research Intern: Developed a city-wide public health campaign displayed throughout the city, including major billboards and buses.
 - SUPPORTING AN ALCOHOL FREE ENVIRONMENT - SAFEMA, Boston, MA, 2010, Research Intern: Assisted in passing new legislation regarding alcohol advertising on public transportation in the state of Massachusetts, by way of a new, research-based branding voice and message; published press release, and organized press event outside state congressional house.
 - UNIVERSITY OF CALIFORNIA SAN DIEGO EATING DISORDER TREATMENT AND RESEARCH CENTER, San Diego, CA, 2007-2009, Research Assistant.
-

EDUCATION

MPH, Public Health, Boston School of Public Health, Boston, Massachusetts, 2011
BA, Psychology, Cum Laude, University of California San Diego, San Diego, California, 2009

CERTIFICATIONS & AWARDS

CPR / AED & FIRST AID, American Red Cross, Sacramento, CA, 2018
CUSTOMER SERVICE ESSENTIALS, University of California Learning Center, 2018
COMMUNICATIONS, University of California Learning Center, 2018
MEDITATION TEACHER, Ananda School of Yoga and Meditation, Nevada City, CA, 2014
LEADERSHIP TRAINING, Ananda Worldwide, Nevada City, CA, 2014
GIRL SCOUT GOLD AWARD, Lifetime Achievement in the Girl Scouts of America, 2005