

## Catherine Mariko Black

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### Professional Experience

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**Freelance Communications Consultant** (Remote) 2019-present

*Communications and content strategy, public relations, marketing and storytelling.*

Writer credit for The East-West Center, University of Hawai'i, Punahou School, and The Asian-American Foundation videos, in collaboration with 1001 Stories  
(www.onethousandone.com)

Public relations, content development, writing and fundraising communications for Namahana Education Foundation (www.namahana.org)

Social media and digital marketing, website maintenance, graphic design, and content strategy for Wehrheim Productions (www.wehrheimphotography.com)

Website development, writing, graphic design, and content strategy for Bhutan Masters cultural heritage project (www.bhutanmasters.org)

Website development, membership and sales strategy, marketing and content for BC Endurance Trainings (www.bcendurancetrainings.com)

Content development, graphic design and marketing for Kaua'i Resilience Project community organization (www.kauaiskidsareyourkids.org)

Website development and content strategy for Integrarte holistic health business (www.integrarte.info)

**Punahou School** (Honolulu, Hawai'i) 2012-2018

*Editorial Director* 2018

Responsible for all storytelling and content strategy across the institution's communications channels, including print, digital and social. Oversaw a team of four within a Communications office of ten staff members. (www.punahou.edu)

*Director of Campaign Communications* 2014-2017

Responsible for all communications behind a multi-million dollar, multi-year comprehensive fundraising campaign, including: branding and identity, multimedia

production and collateral, media relations, event planning, coordination with multiple institutional departments and leadership, overall strategy and long-term planning.

*Editor / Communications Officer* 2012-2013

Editorial coordination of the Punahou Bulletin, a full color, 100+ page quarterly print and online magazine and with 30,000+ circulation for the global Punahou School community.

**El Sol de San Telmo monthly newspaper** (Buenos Aires, Argentina)

*Co-founder, Director and Editor* 2007-2012

Launched and edited a monthly community newspaper (16-page, tabloid color format, circulation 3,000) for the Historic District of Buenos Aires. In addition to a print publication and website, the newspaper spearheaded community development initiatives in collaboration with other public, private and civic organizations. El Sol de San Telmo received two awards from the Municipal Government of Buenos Aires and continues to be published under new leadership.

**TELMA magazine** (Buenos Aires, Argentina)

*Co-founder, Editor* 2010-2012

Co-founded and edited a full-color, bilingual 84-page (circulation 5,000) quarterly cultural magazine covering the Historic District of Buenos Aires.

**Book Editor / Writer** (Argentina / Hawai'i)

*Education by Design* 2018

Responsible for concept and all written content of an 88-page full-color display book published by Punahou School. Led a three-person project team, including designer and photographer, reporting directly to the Vice President for Institutional Advancement and the School President.

*Facing Hawai'i's Future* 2012

Editor and designer of a collection of essays written by thinkers, activists and industry experts on sustainable farming and the biotech industry.

*San Telmo: Alma de Barrio* 2011

Concept developer and editor of a full color display book about the cultural heritage of Buenos Aires' historic district, published with the sponsorship of the multinational company Securitas and the municipal Government of Buenos Aires' Ministry of Culture.

**Freelance Journalist** (Hawai'i)

1999-2013

Contributor to local publications such as *Honolulu Magazine*, *Honolulu Weekly* (including various cover stories), *Environment Hawai'i* (monthly columnist) and *Green Magazine Hawai'i*, with a focus on local environmental, cultural and social issues.

**DW Alliance, LLC.** (Remote)

*Marketing / Communications Director*

2007-2010

Responsible for communications and marketing strategy for a Bay Area software company, including writing, editing, SEO and content management for the company website; creating marketing and promotional collateral; and client relations.

**New America Media** (San Francisco, California)

*Communications Director*

2001-2005

Responsible for external and internal communications in a medium-sized (70+ employees) nonprofit organization dedicated to providing a voice in media and public discourse for marginalized populations.

**Black Cat Communications** (Hawai'i)

*Independent Consultant*

1999-2001

Planning, grant writing, and marketing services for nonprofit organizations.

*Education*

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**Brown University** (Providence, Rhode Island)

1999, B.A., Religious Studies with honors. Bishop McVickar prize for thesis on the spiritual underpinnings of the contemporary Hawaiian sovereignty movement.

*Other Skills*

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English (native), Spanish (fluent), French (conversational) languages

Microsoft Office, Wordpress, MailChimp, Shopify, Adobe Photoshop and InDesign, Canva, AP Style Copyediting