

SHIRLENA HOANG

• communicator • planner • storyteller •

ABOUT ME

Highly motivated and results-driven marketing professional with a proven track record in developing and executing successful strategies. Seeking a challenging position to leverage my expertise in driving brand growth, implementing innovative campaigns, and leading high-performing teams.

EDUCATION

California State University, Fullerton | BA Communications, Public Relations

SKILLS

Graphic Design (Indesign & Illustrator)
Brand Development & Management
Social Media Advertising

Project Management
Event Planning
Google Analytics

Website Management
Communication & Presentation Skills
Video & Photo Editing

EXPERIENCE

Marketing Manager | Illumination Health + Home, Santa Ana, CA

December 2024 - December 2025

- Collaborate with the executive leadership team and the board of directors to design and execute impactful marketing and communications strategies that advance organizational goals.
- Oversee brand management to ensure consistent, mission-driven messaging across all internal and external communications, marketing materials, and digital platforms.
- Plan and implement integrated campaigns to cultivate and strengthen relationships with clients, donors, volunteers, and community partners.
- Ensured that the materials synthesized complex information into a visually engaging format that was easily comprehensible for viewers and stakeholders.
- Coordinate press releases, media coverage, and public relations efforts to raise awareness of organizational initiatives and events.
- Set volunteer and community relations strategies and oversee the implementations.
- Supervise vendors, contractors, and marketing staff to ensure high-quality, timely deliverables that meet budget requirements.
- Oversee organization-wide internal communications, including staff updates, announcements, crisis messaging, and cross-department communication plans to ensure clarity, alignment, and consistency.
- Lead the planning, production, and facilitation of all-staff meetings, developing agendas, presentations, and visual materials that inform, engage, and unify employees.

Marketing & Outreach Specialist | CalOptima Health, Orange, CA

December 2023 - December 2024

- Manage print, digital, and out-of-home advertisements through project management skills.
- Coordinate multiple projects and deadlines simultaneously.
- Create and deliver comprehensive reports on print and broadcast media metrics.
- Spearhead the introduction and execution of streamlined, data-driven procedures.
- Build and maintain strong relationships with community leaders, service providers, and advocacy groups to strengthen outreach and engagement.

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EXPERIENCE CONT

Marketing Specialist | Orangewood Foundation, Santa Ana, CA

June 2018 - December 2023

- Increased social media followers and engagement by 115% by planning and executing social media advertising campaigns across platforms such as Instagram, Facebook, Twitter, Youtube, LinkedIn, etc.
- Manage all aspects of event logistics including a yearly \$1.3 million event budget, comprehensive marketing and communication strategies, and tracking and analyzing event metrics.
- Prepare executive briefing notes that summarize key issues, risks, and opportunities that may impact operations and program development.
- Developed, implemented, and analyzed campaigns and events to generate revenue through media.
- Manage sections of internal and external reports; review data for accuracy and ensure adherence to established guidelines and reporting criteria.
- Collaborated with internal teams and external vendors to develop and produce impactful communications materials and events that communicated the mission, brand, and outcomes to stakeholders.
- Ensured that the materials synthesized complex information into a visually engaging format that was easily comprehensible for viewers and stakeholders.
- Managed marketing and events budgets and allocated resources effectively to achieve marketing goals within budgetary constraints.
- Wrote speeches and statements for c-level executives for public speaking events
- Led and managed cross-functional teams to execute marketing initiatives & events, providing guidance and fostering a collaborative work environment.

Marketing Coordinator | La Voz Marketing, Newport Beach, CA

September 2016 - June 2018

- Supported public affairs, nonprofit, and community-focused clients through stakeholder communications, media outreach, and issue-based content development.
- Drafted and edited press releases, informational materials, and outreach communications related to organizational initiatives and public engagement.
- Wrote press releases and blogs for commercial real estate, technology, and nonprofit industries, effectively communicating key messages and enhancing brand reputation.

ADDITIONAL EXPERIENCE

Regional Conference Director | Public Relations Student Society of America

January 2015 - June 2016

- Coordinated a conference for 150 attendees, including creating timelines, managing a budget of \$7,500, and overseeing logistics to ensure a successful event.
- Improved marketing and sales strategies through web and social media presence, resulting in increased event registrations and sponsorships.

CERTIFICATION & AWARDS

Google Ads Certification, Google

Shining Star Emerging Leaders Award, Orange County Public Relations Society of America

REFERENCES

Available upon request