

SHIRLENA HOANG

• communicator • planner • storyteller •

ABOUT ME

Highly motivated and results-driven collaborator with a track record in developing and executing successful, meaningful marketing strategies. Seeking a 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

Brand Development & Management	Event Planning & Execution	Strategic Planning & Analysis
Budget Management	Marketing Analytics	Graphic Design (InDesign & Illustrator)
Communications (Internal & External)	Project Management	Visual Storytelling

EXPERIENCE

Marketing Manager | Illumination Health + Home (formerly Illumination Foundation,) 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.
- Managed marketing and events budgets and allocated resources effectively to achieve marketing goals within budgetary constraints.
- Coordinate press releases, media coverage, and public relations efforts to raise awareness of organizational initiatives and events.
- Supervise vendors, contractors, and marketing staff to ensure high-quality, timely deliverables that meet budget requirements.
- Led the rebranding execution, which included website redesign and a campaign that announced the rebrand.
- 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.
- Developed, implemented, and analyzed campaigns to generate revenue through print and digital media, leveraging graphic design skills to create visually appealing materials using InDesign, Illustrator, and Canva.
- Managed website content and made updates using CSS and HTML to ensure an optimized user experience and maintain brand consistency.
- 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.
- Led and managed cross-functional teams to execute marketing initiatives & events, providing guidance and fostering a collaborative work environment.
- Ensured that the materials synthesized complex information into a visually engaging format that was easily comprehensible for viewers and stakeholders.
- Directed cross-functional collaboration with marketing and PR agencies and external partners, overseeing proposal review, strategy development, and full campaign execution to strengthen brand positioning and visibility.
- Utilized video and photo editing skills in Premiere Pro and Photoshop to enhance multimedia content for marketing materials.

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 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