



Kathryn Acorda Harlan

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COLLEGE INSTRUCTOR

Lower Columbia College, Longview, WA | 2018-Present

- Courses taught: Organizational Communication, Intercultural Communication, English, Technical Writing, Anatomy/Physiology, Career Education, College Readiness
- Experience in community colleges, Adult Basic Education, Integrated IBEST programs and Bachelor of Applied Science programs
- Responsible for curriculum creation and coursework design

EDUCATION

Masters of Arts, Communication Leadership

Gonzaga University, Spokane, WA

Masters of Business Administration (MBA), partial

Hawaii Pacific University, Honolulu, HI

Bachelor of Science, Organizational Communication

University of Portland, Portland, OR

EXECUTIVE BOARDS & NON-PROFIT AFFILIATIONS

- International Leadership Association
 - National Communication Association
 - Greenleaf Center for Servant Leadership
 - Board Member & Active Volunteer, CASA of Cowlitz County (Court Appointed Special Advocate)
 - Board Member, Child & Family Services
 - Board Member, Domestic Violence Action Center
 - Programs Director, Society of Marketing Professionals
 - Marketing Chair, Japanese Chamber of Commerce
 - Fundraising Committee Member, Special Olympics of Hawaii
 - Hawaii Advertising Federation
 - American Marketing Association
 - Building Industry Association
 - Public Relations Society of America
 - General Contractors Association
 - West Oahu Economic Development Association
 - US Green Builders Association
 - National Association of Industrial & Office Properties
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WWW.KATHRYNHARLAN.COM

Please visit my website for references, writing samples, teaching philosophy, core values, creative work and additional communication experience.

PRINCIPAL/CONSULTANT

Harlan Communications, LLC | 2010-2013

DIRECTOR OF BUSINESS DEV. & PUBLIC INFORMATION

Kiewit Corp., Omaha, NE | 2008-2010

- Responsible for all corporate communication efforts and public affairs for the Honolulu Transit Project, Honolulu's largest construction project in state history; a \$5.5B 20-mile light rail system. Responsibilities included public relations, community affairs and collaborating between contractor, stakeholders and City and State officials including State of Hawaii governor and City and County of Honolulu Mayor.
- Responsible for all business writing and proposals for prospective projects, business development, marketing efforts, media relations and all philanthropy and community efforts.

REGIONAL COMMUNICATIONS DIRECTOR

Crescent Heights of America, Miami, FL | 2004-2007

- Responsible for overseeing all marketing and communication efforts for the Hawaii and Asia regions for Crescent Heights, one of largest condominium real estate developers in the US
- Directly responsible for the acquisition, renovation and resale of the Ala Moana Hotel Condominium (\$450m profit with a \$6m marketing budget), and the new construction of Ko'olani (\$350m profit with a \$4m marketing budget).
- Responsible for hiring and working collaboratively with ad agencies to implement all creative campaigns including advertising, collateral, signage, displays, web development, direct response marketing and other communication initiatives.
- Worked collaboratively with legal team, construction personnel, unions and hotel entities.
- Responsible for all public relations efforts, crisis management and internal and external communications. Created, edited and distributed all media releases.
- Responsible for the creation and implementation of the largest rental program in the State of Hawaii. Responsible for creating legal rental agreement/contract with legal team, and hired and oversaw all operating staff. The hotel succeeded with a 91% rate of return into the rental program. The renovated hotel, re-branding strategies and rental program were sold to Outrigger Enterprises for \$20m.
- Board of Director for the Ala Moana Hotel Condominium Association. Responsible for developer representation and transitioning the property to the homeowner's association and Outrigger Hotels.
- Oversaw the marketing implementation and due diligence for a new real estate project on West Oahu.
- Involved with the initial market research and product development for real estate transaction in Asia.