

LAUREN TERUYA

Business Development | Strategic Partnerships | Brand Growth

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I help businesses grow. My background spans sales, media, marketing, and storytelling, giving me a unique ability to identify opportunities, build relationships, and drive results. I thrive at the intersection of business development, communication, and brand growth.

EXPERIENCE

Media Executive | Business Development 2023 - 2026

Gray Digital Media | Hawaii News Now

- Manage a \$1.2M-\$1.4M book of business across 20+ client accounts
- Acquired 28 new business clients
- Increased Domino's Hawai'i investment by 150%, growing the partnership from \$200K to \$500K+ annually while leading statewide marketing strategy across Hawai'i and Utah markets
- Earned five Gray Media Top 10 Seller awards
- Serve as an on-air host for Hawai'i News Now and partner brands

Miss Hawai'i 2022 | Miss America Top 10 2022- 2023

Miss America Organization

- Served as Hawai'i's official ambassador across media, business, and community initiatives
- Represented Hawai'i internationally in Japan
- Delivered presentations and media appearances advocating for arts education
- Finished Top 10 at Miss America among 51 state representatives

Strategic Communications Experience 2020- 2022

Honolulu Civil Beat | BuzzFeed News | Hawaii News Now

- Produced enterprise reporting on business, government, education, and public affairs
- Contributed to nationally recognized coverage of the January 6 Capitol attack
- Interviewed executives, public officials, and community leaders
- Delivered multimedia storytelling across digital, broadcast, and social platforms

SELECT ACHIEVEMENTS

- \$1.4M Annual Book of Business
- 28 New Clients Acquired
- 150% Growth of Domino's Hawai'i Partnership
- Five-Time Gray Media Top 10 Seller
- Miss America Top 10 Finalist

SKILLS

- Strategic Partnerships
- Business Development
- Growth Strategy
- Brand Strategy
- Executive Communication
- Public Speaking & Presentation
- Strategic Storytelling
- Cross-Functional Leadership
- Negotiation
- Creative Direction

EDUCATION

University of Southern California

Master of Arts, Specialized Journalism
4.0 GPA

Bachelor of Arts, Journalism & Theatre,
Magna Cum Laude