

# girl named philamer

## Philamer Felicitas

Digital Marketer + Storyteller  
Social Media • Photo • Video  
808.253.1983  
@philamer  
girlnamedphil.com  
phil@girlnamedphil.com

## ABOUT ME

I am a Hawai'i born and raised digital media expert currently serving local communities and nonprofit organizations in Hawaii aiming to grow and support the health and future of Hawai'i's local and native families and keiki.

In the next 5 years I'd like to continue to work in spaces that directly benefit, strengthen and advocate for the environments in which indigenous communities and people of color can thrive.

## WHERE I'VE STUDIED

### Arizona State University

March 2017 - Present  
Masters of Science - Digital Audience

### Art Institute of Phoenix

January 2007 - December 2009  
Bachelor of Arts - Graphic Design

### University of Hawaii

August 2005 - November 2006

## WHO I'VE WORKED WITH

### Hawai'i Children's Action Network

#### **Creative Specialist**

October 2021- Present Honolulu, HI  
Produce digital/printed assets used in social media campaigns and communications that encourage parents and leaders to be pillars of change in their communities and to advocate for the health and futures of Hawai'i's keiki.

### Polynesian Voyaging Society

#### **Documentarian and Crew**

March 2020- Present Honolulu, HI  
Work closely with Nainoa Thompson and PVS Leadership to document sails and crew training for public and educational consumption. Support in developing the communications plan for the upcoming Moananuiākea Pacific rim voyage that will help tell PVS stories on social media and meet outward public facing media needs. Developed content is shared online via international, nationwide and local press, PVS website, social media and other digital outlets.

### ASU Office of the President (Office of University Affairs)

#### **Consultant**

June 2014 - Present Tempe, AZ  
Began as a part of the Communications and Marketing team that met the needs of ASU Enterprise Partners and its subsidiaries (ASU Foundation, University Realty, Skysong Innovations, Enterprise Collaboratory and ASURE). Ideated, produced and deployed digital and printed mass communications campaigns for Campaign ASU 2020 and Sun Devil Giving Day that included national social media fundraising campaigns, online donor giving strategies, and local community engagement plans. Currently serving as a Consultant for the Office of the President maintaining Hawai'i based partnerships with local organizations and communities with an emphasis on incorporating and preserving indigenous knowledge systems in higher education spaces.

### Arizona Asian Chamber of Commerce

#### **Communications and Community Relations Director**

May 2019 - May 2021 Mesa, AZ  
Oversaw all aspects of the Asian Chambers internal and external communications. Managed internal communications, statewide media relations, developed social media content strategies, and sponsorship marketing. Built strategic relationships with community organizations that helped support the economic and cultural development of the Arizona Asian American community and the mission of the Chamber of Commerce.

### BLM Phoenix Metro

#### **Communications and Marketing Strategist**

March 2020 - March 2021 Phoenix, AZ  
Created communications and brand strategy for the organization. Produced graphic and video political education content for multi-channel social media platform campaigns. Developed rapid response communications plans that engaged and organized communities to commit to action and spread legislative awareness.

### Poder In Action / AZ Poder

#### **Web Design, Print Design**

July 2020 - February 2021 Phoenix, AZ  
Developed a political education based website (azpoder.org) for the C4 branch of Poder In Action. Collaborated with an illustrator to create a zine based on Poder in Action's Phoenix Futuro: A People's Report on Policing and Safety for local communities to learn more about the communities experiences with the Phoenix Police Department.