

# Kimberly Teruya

## CONTACT

KIMBERLY.TERUYA@GMAIL.COM  
WWW.KIMBERLYTERUYA.COM  
(310)850-8541

## EDUCATION

UNIVERSITY OF  
SOUTHERN CALIFORNIA  
B.A. COMMUNICATIONS  
B.A. FINE ARTS (GRAPHIC DESIGN)  
OVERALL GPA 3.5

## CREATIVE SKILLS

ADOBE ILLUSTRATOR,  
INDESIGN & PHOTOSHOP  
PRINT COLLATERAL  
ASSETS FOR WEBSITE, EMAIL  
& DIGITAL DISPLAY  
EXTERIOR SIGNAGE, WAYFINDING,  
& INFORMATIONAL KIOSKS  
BRAND IDENTITY  
COPY WRITING & EDITING  
SOCIAL MEDIA MANAGEMENT  
ART DIRECTION  
LANDSCAPE PHOTOGRAPHY

## PERSONAL SKILLS

PROJECT MANAGEMENT  
HARD WORKING, TEAM PLAYER  
FLEXIBLE & POSITIVE ATTITUDE  
PASSION FOR WORK  
IN THE GOVERNMENT,  
PUBLIC & NON-PROFIT SECTOR  
EXPERIENCE IN FUNDRAISING,  
RESOURCE INTERPRETATION  
& DISASTER RESPONSE

## HELLO THERE!

My name is Kimberly Teruya and I am a communications professional with a passion for working with organizations that are making a difference. My varied background includes **marketing coordination** for UCLA, **social media curation** for the Mountains Recreation and Conservation Authority, **graphic design** services for California State Parks, **development and fundraising** assistance for spcaLA, **disaster relief** for FEMA, and **volunteer project management** for the Student Conservation Association.

## EXPERIENCE

### Principal Publications Coordinator for University of California, Los Angeles

Project Coordination | Graphic Design | Brand Management

July 2016 – present

- Prioritize and manage multiple communication and marketing projects from conception to production, while consistently meeting deadlines and exceeding project expectations
- Work successfully and communicate effectively with partners and other team members across departments, as well as acting as project manager with outside vendors to complete all design project objectives
- Perform all creative work with attention to detail while keeping the larger UCLA brand direction in mind to steer individual project paths

### Freelance Graphic Designer for Bay Nature Magazine

Graphic Design | Print & Digital Collateral | Copywriting

December 2011 – present

- Research client branding to match designs with pre-established branding
- Write and edit text to convey strong, motivating messages about each brand
- Create matching web advertisements to be displayed on the Bay Nature website to further increase online awareness of different brands
- Work remotely and communicate via e-mail to deliver designs on time, often with tight deadlines and turn-around times
- Coordinate and design 5 to 30 different client advertisements per issue, each with a different tone, message, and imagery

### Interpretive Graphics Coordinator for Mountains Recreation & Conservation Authority

Natural Resource Interpretation | Graphic Design | Social Media | Photography

January 2014 – July 2016

- Collaborated with staff from across the agency in different Divisions to create new interpretive media for a variety of audiences through wayside panels, exhibits, maps, brochures, flyers, and more to promote events and provide interpretive information about natural resources.
- Composed and edited interpretive writings for park wayside panels and kiosks, newsletters, and brochures
- Managed digital marketing through online media presence by curating posts on Facebook, Instagram, Flickr, and Constant Contact
- Photographed events and park landscapes for use in print and social media
- Staffed the interagency visitor center to provide the public with information on park safety, local trails, park regulations, and customer service

● **Development Assistant for spcaLA**

(Society for the Prevention of Cruelty to Animals, Los Angeles)

**Fundraising | Public Outreach | Donor Communications**

*April 2013 – December 2013*

- Organized intake of donations and updated donor information in Raiser's Edge and Convio
- Served as spcaLA representative for outreach events, festivals, spcaLA public events, and for Adopt-A-Pet news segments on television
- Performed design work to edit and improve pet photographs, implement spcaLA website changes, edit internal forms, and create public flyers
- Assisted filming short videos to promote different pet training programs and shelter locations

● **FEMA Corpsmember for Americorps Fema Corps**

**Disaster Relief | Public Outreach | Grant Writing**

*August 2012 – January 2013*

- Corpsmember in 12-member residential program that focused on disaster relief and awareness projects which were determined and coordinated by FEMA
- Extensively trained in team dynamics, conflict resolution, and field work tool usage
- Assisted with post-disaster efforts like grant writing for the 2011 Virginia earthquake at a FEMA Joint Field Office
- Responded to Hurricane Sandy as part of a Community Relations team to disseminate disaster relief information (shelter locations, FEMA registration, damage reports)

● **Community Outreach/Interpreter Intern for U.S. Forest Service, Mount St. Helens National Volcanic Monument**

**Outreach | Graphic Design | Natural Resource Interpretation**

*April 2012 – July 2012*

- Provided scheduled and roving interpretive talks, outreach in local communities around Mount St. Helens, and graphic design services
- Prepared and delivered interpretive talks about the 1980 eruption and its effects on the land and people
- Organized opportunities to engage the local community through outreach booths at various events to encourage a stronger Forest Service presence
- Designed flyers, rack cards, posters, and other interpretive handouts for use in the visitor center and outreach events

● **Tour 40 Corpsmember for Student Conservation Association**

**Trail Project Coordination | Volunteer Leader | Social Media**

*May 2011 – September 2011*

- Traveled and lived on an RV to 25 different cities to implement 40 conservation projects in celebration of Southwest Airlines' 40th Anniversary
- Organized and executed 40 environmental service projects (planting trees, invasive plant removal, trail maintenance, etc.) in cities across the country
- Led service projects and volunteer groups of varying sizes (from 10-100 people)
- Communicated via email, phone, and site visits with service partners while living on an RV
- Created and up-kept organizational tools to track data of service projects and volunteers
- Crafted social media content such as blog posts and photography for Tour 40 team websites

● **Creative Services & Graphic Design Intern for Southwest Airlines**

**Graphic Design | Print & Digital Collateral | Copywriting**

*January 2011 – May 2011*

- Executed the design of print and digital assets from conception including invitations, greeting cards, newsletters, merchandise, articles, and logos for both internal and external use
- Provided support for the design team pre- and post-production by prepping materials for layout as well as creating mock-ups for presentation
- Created a bus wrap design for the Conservation in Action: Tour 40 campaign which led to collateral material that included water bottles, shirts, stickers, and tote bags

● **Graphic Designer for TreePeople**

**Graphic Design | Print & Digital Collateral | Copywriting**

*January 2010 - December 2010*

- Supported e-newsletters with written content and graphics
- Managed photographs for social media applications including cropping, resizing and retouching images
- Designed flyers, banners, posters, rack cards, event invitations, and educational workbooks for distribution within TreePeople's Coldwater Canyon Park and to the general public

**KEEP IN TOUCH**

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**Thank  
you**