
LORI M. ABE

SENIOR COMMUNICATIONS EXECUTIVE

Qualified for media relations, corporate communications and community relations, developing public relations and marketing communications strategies. 25+ years of communications leadership experience. Excellent network of media, business and community contacts in Hawaii.

AREAS OF EXPERTISE

- Strategic Planning
- Media Relations/PR Strategy
- Special Event Design & Management
- Employee Communications
- Marketing Communications
- Corporate Communications
- Strategic Alliances
- Community Outreach
- Project Management
- Crisis Communications

PROFESSIONAL EXPERIENCE

CHAMBER OF COMMERCE HAWAII

Aug. 2013 – Present

VICE PRESIDENT COMMUNICATIONS & MARKETING

- Develop and execute communications and marketing strategy including website, social media and other online communications, media relations, and membership and external communications.
- Manage five of 14 staff members in the areas of C&M, membership sales and events.
- Supervise events department including program development, sponsorships, logistics, budgeting and execution.
- Develop, plan and coordinate activities to maintain and increase memberships and financial support. Research, implement and maintain value-added benefit programs for members.
- Achieve financial goals and strategic plan objectives.
- Proper representation of the Chamber's mission to serve as advocate for business in Hawaii.

McNEIL WILSON COMMUNICATIONS

Nov. 2007 – July 2013

SENIOR VICE PRESIDENT

- Managed Public Affairs Division of the largest public relations firm in the State of Hawaii.
- Served as account supervisor for the division's largest clients, responsible for developing, managing and implementing communications strategies.
- Account responsibilities included managing client relationships with media; identifying and capitalizing on business development opportunities; media and presentation training; writing and editing press releases, newsletter copy, talking points and other communications materials; public and governmental affairs; developing and coordinating special events and promotions; building and executing community outreach programs; crisis communications planning and execution.

HAWAII COMMUNITY FOUNDATION**Jan. 2006 – Nov. 2007***VICE PRESIDENT - PR & COMMUNICATIONS*

- Developed and executed strategy to establish HCF as the philanthropic leader in Hawaii and increase awareness of HCF locally and nationally.
- Collaborated with program and philanthropic departments and staff to develop communications strategy.
- Developed online strategy which included redesigning website to specifically target supporters, grant and scholarship seekers, and professional advisors.
- Served as primary "brand manager" of HCF.

UNIVERSITY OF HAWAII FOUNDATION**Oct. 2003 – Jan. 2006***ASSOCIATE VICE PRESIDENT - COMMUNICATIONS & MARKETING*

- Conceived and implemented comprehensive annual communications and marketing program to enhance fundraising, donor relations and alumni relations programs. Fundraising increased 18% in FY '04 and 31% in FY '05.
- Launched online campaign newsletter and managed ongoing production of campaign materials.
- Managed and directed overhaul of website including design, content and functionality. During the first year following launch of new site, online giving increased 10-fold and number of site visits doubled.
- Coordinated with communications team for UH System of 10 campuses on messaging, and communications and marketing efforts.

AQUENT (Boston, MA)**Oct. 2000 – Oct. 2003***PUBLIC RELATIONS DIRECTOR*

- Developed and directed worldwide public relations and marketing communications strategies for provider of Creative and Information Technology staffing and solutions.
- Worked with senior management and sales force members in 69 offices located throughout 14 countries on customizing and implementing communication programs and strategies in individual markets.
- Successfully launched four new business units with comprehensive, strategic communications plans aligned with marketing initiatives.

TUPPERWARE CORPORATION (Orlando, FL)**Dec. 1996 – Oct. 2000***SALES TRAINING MANAGER (Dec. 1997 – Oct. 2000)*

- Created sales training and promotional material for one of the world's leading direct sellers.
- Collaborated with the promotions, sales conferences and marketing departments, and senior management team to develop short and long-term sales and marketing strategies for new product launches.
- Wrote training curricula for nationwide sales force, copy for promotional material, speeches for management, presentations for sales and leadership conferences, and scripts for corporate training videos.

PUBLIC RELATIONS MANAGER (Dec. 1996 - Dec. 1997)

- Developed comprehensive strategies for contemporizing Tupperware's image and successfully launching two new product lines, including a Disney line.
- Served as corporate spokesperson for new products and company's state of affairs.
- Wrote non-financial press releases, media responses to sensitive issues, corporate speeches, video scripts and promotional copy.

McNEIL WILSON COMMUNICATIONS**June 1991 – Aug. 1996***VICE PRESIDENT*

- Provided clients with a wide range of communication specialties including media relations, consumer marketing, community relations, special promotions and events, and issues management.

- Collaborated with one of the firm's partners to earn the Hawaii Visitors and Convention Bureau contract to develop communications program for Hawaii.
- Joined McNeil Wilson as an Account Executive and promoted to Account Supervisor, after one year, and to VP the next year.

SUN WORLD INTERNATIONAL (Indio, CA)

March 1990 - May 1991

PUBLIC RELATIONS MANAGER

- Created and directed all public relations and trade advertising programs for one of the largest produce marketing firms in the country.
- Successfully launched newsletter targeted at national food media.
- Developed inaugural national press trip to company facilities resulting in more than \$1 million of media exposure.
- Worked with national sales force on developing marketing materials and business-acquisition strategy.

HILTON HOTELS IN HAWAII

June 1987 - March 1990

PUBLIC RELATIONS MANAGER

- Integral part of team responsible for all areas of public relations for Hilton's four Hawaii resorts on three islands.
- Developed and implemented pre- and post-public relations strategies for reintroducing Hilton's flagship property, the 2,523-room Hilton Hawaiian Village, after a \$150 million renovation.

EDUCATION

University of Hawaii, Bachelor of Arts, 1986

Journalism (Public Relations) major, Marketing minor, Honors Program

COMMUNITY SERVICE

Board Member, After-School All-Stars Hawaii

Board Member, Hawaii Meth Project