

KEITH A. DeMELLO

EXPERIENCE

Ulupono Initiative

August 2019 – Present

999 Bishop St., Ste. 1201, Honolulu, HI 96813 | www.ulupono.com

Senior Vice President of Communications and External Affairs

Oversees the communications and government affairs teams, in service to the impact investing firm's commitment to a more sustainable, resilient Hawai'i. This includes working across five key sectors—locally produced food, renewable energy, clean transportation, and better management of freshwater and waste—leveraging strategic public and government relations, advertising, and other strategic communications in advancement of the firm's impact investment, public policy, and social impact goals.

Anthology Marketing Group

December 2017 – July 2019

1003 Bishop St., 9th Floor, Honolulu, HI 96813 | www.anthologygroup.com

Vice President of Public and Government Affairs

Recruited to serve as Communications Director and spokesperson on a statewide campaign. Also led public relations account teams for Aloha Pacific Federal Credit Union, Kawaiiloa Wind, Transform Hawai'i Government, and Ulupono Initiative; while contributing to various other client campaigns, providing media training, and leading crisis communications response teams, as needed.

Office of Enterprise Technology Services, State of Hawai'i

October 2014 – November 2017

1151 Punchbowl St., B-10, Honolulu, HI 96813 | ets.hawaii.gov

Senior Communications Manager

Reported directly to the State of Hawai'i Chief Information Officer (CIO) in developing and executing internal and external communications, serving in the dual roles of Public Information Officer and Legislative Coordinator, and acting as the CIO's designee on various boards and commissions. Specific tasks included: media relations, bi-weekly electronic newsletter ("howz.IT"), website and social media maintenance, interdepartmental memorandums and related correspondence, written and oral testimony relating to legislation, policy development, and annual and special report production.

Office of the Governor, State of Hawai'i

December 2011 – September 2014

Executive Chambers, Hawai'i State Capitol, Honolulu, HI 96813 | governor.hawaii.gov

Deputy Director of Communications (2014)

Communications Manager (2011–2013)

Worked across all state departments and agencies to disseminate information to the people of Hawai'i in an efficient, accurate manner. Primary responsibilities included managing the state's departmental Public Information Officers, including editing/approving news releases and opinion editorials; serving as a Governor's Office media contact, as needed; serving as primary news release writer; writing daily talking points and background memos for the Governor; special event management (including coordination with Scheduling staff); overseeing social and digital media personnel; managing the Governor's office website; working directly with the Office of Boards & Commissions to assist Cabinet members in representing the Governor at monthly Neighborhood Board meetings; and working directly with the Office of Constituent Services, editing/approving correspondence as well as proclamations, special messages, and commendations.

McNeil Wilson Communications

November 1999 – December 2011

1001 Bishop St., Suite 950, Honolulu, HI 96813

Vice President, Public Affairs (promoted to this position in 2006)

Led public relations teams for multiple client accounts, such as the Battleship Missouri Memorial, Goodwill Industries of Hawai'i Inc., Polynesian Cultural Center, Hawai'i Department of Transportation, Support Rail Transit, and Waste Management of Hawai'i. Day-to-day activities included writing for press releases, opinion editorials, speeches/ceremonies, fact sheets and FAQs; media pitching and escorting; and management of clients' social media identities. As-needed activities included media training, media buying, determining protocol orders of precedence for ceremonial programs, and fielding media questions in crisis situations.

Becker Communications

September 1996 – October 1999

119 Merchant St., Suite 300, Honolulu, HI 96813 | www.beckercommunications.com

Assistant Account Executive & Production Manager

Provided client public relations account assistance ranging from media relations and copywriting to editing and graphic design. Served as production manager for Hawaiian Airlines' in-flight magazine (published by Becker Communications at the time).

EDUCATION

University of Hawai'i at Manoa
Bachelor's Degree in Journalism, with a Focus on Public Relations

Graduated May 1996

SPECIAL CERTIFICATIONS AND TRAINING

Public Information in an All-Hazards Incident – Texas A&M Engineering Extension Service, National Emergency Response and Rescue Training Center in cooperation with the Department of Homeland Security and Federal Emergency Management Agency

SKILLS

Public affairs strategic planning and implementation, including media relations and training, copywriting, legislative writing, community awareness and educational programs, corporate communications, corporate reputation management, special events, paid media buying, broadcast and print production, issues management, crisis communication, photography, and social media.

Proficient in Microsoft Office 365 applications and tools, including Word, Excel, PowerPoint, SharePoint, as well as Adobe Photoshop and other industry-standard design/layout software. Familiar with and active in Hawai'i's social media community via popular platforms such as Facebook, Instagram and Twitter.

ACCOLADES

**Gregg W. Perry Public Relations Professional of the Year,
Public Relations Society of America (PRSA) – Hawai'i Chapter** **2022**
This award honors an exemplary practitioner who, during a distinguished career, has made a major contribution to the profession and has applied public relations techniques in a professional manner to achieve meaningful objectives. This is the Hawaii Chapter's equivalent of the nationally esteemed Gold Anvil Award.

President's Leadership Award, PRSA – Hawai'i Chapter **2020**
In honor of PRSA Hawai'i's 60th Anniversary celebration, this award was established to recognize an individual or organization that has made significant contributions to the success of the chapter and the profession. It is bestowed annually at the discretion of the chapter president in counsel with the chapter's Board of Directors.

Client work has also received more than a dozen various honors from the Hawai'i chapters of the Public Relations Society of America, International Association of Business Communicators, and American Marketing Association.

SERVICE AND PROFESSIONAL ASSOCIATIONS

American Advertising Federation – Hawai'i Chapter, Treasurer **2020 – Present**
aafhawaii.com

Public Relations Society of America – Hawai'i Chapter, Board Member **2017 – 2023**
prsahawaii.org

Honolulu Zoological Society, Board Member (currently Board Secretary) **2015 – 2022**
honolulu zoo.org

Portuguese Chamber of Commerce of Hawai'i, Board Member **2019 – 2020**
www.portuguesechamberhawaii.org

Access Hawai'i Committee, Acting Chair **2016 – 2017**
ahc.ehawaii.gov

Information Privacy and Security Council, State of Hawai'i, Acting Chair **2015 – 2016**
ipsc.hawaii.gov

American Marketing Association – Hawai'i Chapter, President **2010 – 2011**
amahawaii.org

Hawai'i Council on Portuguese Heritage, President **2001 – 2002 & 2004 – 2005**

(References available upon request)