

ASHLEIGH LOA

 GOV. MSG. NO. 793

PROFESSIONAL SUMMARY

Nonprofit leadership experience in operations, advocacy, and campaign strategy. Proven record building data-driven tracking systems, managing cross-functional teams, and cultivating lasting relationships. Deep commitment to equity and catalyzing systems change toward the betterment of the people of Hawai'i.

EXPERIENCE

HAWAIIAN COMMUNITY ASSETS | SEPT 2024 – CURRENT

Honolulu, Director of Operations

- Design and implement operational framework across four island offices during a period of rapid organizational growth, overseeing HR strategy, HR and training compliance to improve efficiency, accountability, and sustainability..
- Develop and oversee HR systems and strategy, including recruitment, onboarding, performance management, training, compliance, and organizational culture development, ensuring accurate, timely data for executive decision-making.
- Built internal communications infrastructure and team culture through monthly engagement initiatives and onboarding, offboarding, and training systems, improving certification rates and reducing turnover.
- Overseeing agency-wide CRM transition to Salesforce while directing integration of internal systems, managing implementation planning and staff adoption, ensuring alignment and a cohesive operational infrastructure.
- Building out a performance management system, including configuring workflows, designing evaluation frameworks, and leading staff training.
- Designed and documented operational SOPs, building standardized, scalable systems to stabilize operations due to rapid growth.
- Developed gamified onboarding and training curriculum initiative and full IT Systems Reference Guide, refreshing and standardizing staff development materials and improving digital fluency.

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- Leading comprehensive update of Kahua Waiwai financial education and homebuyer education workshop curricula, ensuring content aligns with current housing market conditions, HUD standards, and community needs.

CEEDS OF PEACE | July 2023 – SEPT 2024

Honolulu, Executive Director

- Directed statewide nonprofit focused on public education, equity, and community transformation.
- Represented organization in coalitions with educators, lawmakers, and community members to elevate policy issues and drive narrative change.
- Directed all aspects of strategic and day-to-day organizational operations, financial management, HR, legal compliance, and fundraising.
- Developed and implemented strategic plans with a focus on sustainability, stakeholder alignment, and community impact.
- Managed legal and fiscal compliance, including grant contracts and regulatory filings, while cultivating strong board engagement.
- Fostered cross-functional collaboration across statewide teams in a fully remote environment, ensuring alignment and collaboration across various programs.
- Led organization through successful leadership transition and operational restructuring.
- Developed and monitored budgets, ensuring financial health and sustainability.
- Onboarded, supervised, trained, and mentored staff across the state, fostering a collaborative and productive work environment.
- Built and maintained relationships with key stakeholders, enhancing the organization's visibility and reputation.
- Facilitated community engagement initiatives, fostering strong community ties and support.

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- Developed and implemented policies and procedures, improving operational consistency and effectiveness.
 - Developed and conducted performance evaluations and assessments, driving continuous improvement and accountability.

ĀHE GROUP | December 2022 – April 2023

Kailua, Resident Services Director

- Developed the *Holomua* resident services program to foster community development across 14 affordable housing properties spanning three islands.
- Built strategic partnerships with statewide service providers to integrate financial literacy, workforce development, and wellness services.
- Developed scalable implementation and evaluation frameworks for long-term program sustainability and impact tracking.
- Collaborated with cross-departmental leadership to align resident services with property management and compliance objectives.
- Coordinated events and services at 14 properties across three islands.

FAITH ACTION FOR COMMUNITY EQUITY | February 2019 – January 2023

Honolulu, Executive Director & Community Organizer

- Led a faith-based social justice coalition representing diverse communities across Hawaii to advance policy change on housing, public transportation, environmental justice, elderly care, and immigration.
- Directed strategic planning, fundraising, programmatic design, and internal operations, doubling the organization's impact reach.
- Supervised, coached, and developed staff, clergy, and volunteer leaders across diverse communities in community organizing and advocacy campaign execution; cultivated unlikely alliances across political lines.
- Designed and implemented statewide narrative and issue campaigns targeting public officials, municipal leaders, and media outlets.

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- Created internal systems to track campaign progress, measure engagement, and ensure organizational accountability.
- Spearheaded capacity-building initiatives, including grassroots leadership development, cross-sector coalition building, and media advocacy.
- Successfully facilitated and built meaningful relationships with people and communities of different socio-economic backgrounds, cultures, faiths, and educational backgrounds.
- Supervised, trained, and mentored staff, interns, and volunteers in community organizing and leadership development.
- Engaged a state-wide base of volunteers, including faith-based institutions, for cross-sector collaboration and movement building.
- Developed campaign messaging informed by community research, public polling, and grassroots feedback loops.
- Demonstrated proficiency in fundraising, capacity building, program development and evaluation, volunteer management, social justice work, and grassroots leadership development.

FAMILY PROMISE OF HAWAII | June 2017 – February 2019

Honolulu, Housing Specialist & Bookkeeper

- Achieved a 69% increase in housing placements within one year by redesigning service delivery models and accelerating the shelter-to-housing pipeline.
- Drastically reduced the time families were enrolled in the Emergency Shelter program by quickly placing them into permanent housing.
- Designed and implemented client-facing financial literacy, budgeting, and tenant readiness curricula to support long-term housing stability.
- Created Financial Assessment, Individual Housing Plan, and Exit Planning processes, creating structured pathways from homelessness to stability.

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- Connected clients with community resources to facilitate their transition to sustainable independence in their own homes.
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LEADERSHIP & ADVISORY ROLES

THE LEGAL CLINIC (Hawai'i) | 2025 - Present

Board Member, Development Committee Chair, Advocacy Committee Member

- Lead the Development Committee in designing fundraising strategies, donor engagement plans, and community storytelling initiatives.
- Connected local organization to national organizations and resources to amplify voices, messaging, coalition building, and partnerships.

Leadership & Advisory Team Member | 2025 - Present

SHADE Group (Hawai'i)

EDUCATION & LEADERSHIP DEVELOPMENT

UNIVERSITY OF HAWAI'I - WEST O'AHU | BS in Business Administration

OBAMA FOUNDATION | April 2022 - October 2022

2022 Obama Asia-Pacific Leader

The Obama Foundation Leaders program is a non-residential leadership development and community engagement program that connects emerging leaders in the Asia-Pacific region. Leveraging the full power of the Obama network, Leaders engage in values-based leadership discussions, skill-building for social change, and hands-on workshops.