

ILA ASPLUND

ila@halfsky.org

EDUCATION

University of Washington, Seattle, WA:
Bachelor of Arts: English Writing, Cum
Laude with Honors

Seattle University, WA: Teaching English
to Speakers of Other Languages,
Teaching Certificate

ADDITIONAL TRAINING

Microsoft Project Management Software
Training, Portland Community College

Adobe Creative Suite Fundamentals,
Pacific Northwest College of Art

Design Thinking Workshops, San
Francisco & New York City

Beginning Improv, Curious Comedy
Theater, Portland, OR

WORK HISTORY

Founder & CEO

Half Sky Journeys + Communications 2010 to Present

{ Portfolio and client case studies @ writing.halfsky.org }

- Consulting non-profits and cause-based businesses to elevate and articulate their brand and mission
- From idea to implementation, lead communications strategy and execution
- Creating, marketing, and selling premium international events to unite social impact leaders

Communications Consulting

Primary Client: Future Leader Now LLC, 2014 to Present

- Market and facilitate trainings/workshops to optimize internal change management and cultural transitions at major businesses/organizations
- Create client's marketing strategies and visual/verbal assets
- Maintain client's website content and design
- Foster relationships with global workshop hosts and participant/clients, including change management agents from Google, LinkedIn, Box.com, UPS, Whole Foods, Apple, and Genentech

Director of Marketing & Communications

WorldOregon (formerly World Affairs Council) 2016-2018

- Managed key organizational transitions, including complete rebrand and internal communication systems
- Developed and implemented all internal and external marketing and communications strategies
- Created membership and sponsorship sales strategies
- Cultivated member, donor, and sponsor relationships
- Crafted and managed all collateral (print, digital, video, audio) to convey mission/impact, increase membership, and build donor support
- Analyzed strategy effectiveness, adapted campaigns to achieve goals
- Project management of website development, content management, and creation of all digital assets
- Managed editorial calendars, media engagement, paid/organic social and traditional ads, and oversaw marketing budget

Director of Communications

World Pulse (Women's Media Organization) 2006-2010

- Led creative direction of campaigns garnering millions and resulting in doubled donations from previous years
- Development and cultivation of relationships with subscribers, donors, sponsors, grantors
- Established a digital media platform to amplify women's stories globally
- Built outreach strategy, tripled membership to our social network
- Transformed data and research into narratives and visuals to grow support

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LANGUAGES & INTERNATIONAL EXPERIENCE

Languages: Native English speaker, basic conversational Bahasa Indonesia, very beginning French speaking/listening only

Work and extended travel in countries such as Cambodia, India, Indonesia, Uganda, Kenya, Rwanda, and Tanzania

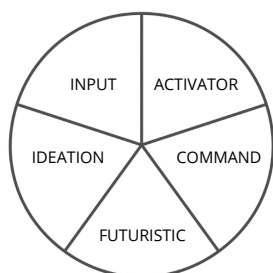
Rapporteur, Vital Voices Conference (New Delhi, India)

Women Deliver exhibitor and participant (Copenhagen, Denmark)

Conference Speaker, Media for Activism, Global Leadership Conference (Indonesia)

Volunteer, International Refugee Hospital Literacy Program (Seattle, WA)

STRENGTHS



ADDITIONAL WORK HISTORY

Sales & Marketing Director

One With Heart Wellness Center 2001-2005

- Created internal team sales strategy resulting in most profitable year to date, allowing funding for a scholarship for self-defense for low-income women and children
- Sold individual memberships, retail goods, and premium training services and workshops in record numbers
- Crafted copy for website, press releases, e-news, media (TV/web/radio)

Promoter/Marketer & Trainer of Trainers

Teach and Travel 1999 - 2001

- Sold premium cost workshops by leading outreach and marketing events
- Wrote curriculum, taught, and certified students
- Consulted new teachers in preparation for employment overseas

Team Leader, Customer Service

Amazon.com 1998-2000

Helped develop LINUX-based "blurbarry" system to train representatives to respond in "customer-centric" brand style, empowering team to convey company's brand and mission with every email or phone call interaction

SKILLS HIGHLIGHTS

STORYTELLING - Creative copywriting; short and long-form articles; social media content; content strategy for social impact organizations, businesses, and entrepreneurs, customized to specific audiences

PROJECT MANAGEMENT - PM Systems analysis, training, and implementation: Basecamp, Teamwork.com, Slack, MS Project, Asana; plus creating and managing editorial calendars

TECHNICAL/SOCIAL MEDIA - Basic HTML code and CSS editing, plus SEO for websites; website analytics and social media analytics; Content writing customized for LinkedIn, Twitter, Facebook, Instagram, Medium

E-COMMUNICATIONS - Agility with Mailchimp, Constant Contact, Vertical Response, MyEmma, plus related analytics, monitoring, evaluation

CRM - Expertise in Customer/Donor Relationship Management Systems including Salesforce, CiviCRM (open-source), Nationbuilder, Insightly

CMS - Website Content Management Systems analysis, implementation, and training: Wordpress, Drupal, Weebly, Wix, Squarespace, Nationbuilder

DESIGN BASICS - Adobe Creative Cloud (InDesign, Photoshop, Acrobat), Canva for design, MS Office suite and Google work platforms