

# ILA ASPLUND

ila@halfsky.org

## WRITING PORTFOLIO

[writing.halfsky.org](http://writing.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

## TECHNICAL TRAINING, PLATFORMS & SKILLS

Google Analytics, Tags; Moz SEO tools

Email tools: Action Kit, Litmus, Mailchimp

Project Management expertise with MS  
Project, Wrike, Basecamp, Asana

HTML for web; CMS tools: Wordpress,  
Drupal, Weebly, Wix, Squarespace,

Adobe Creative Suite Fundamentals,  
Pacific Northwest College of Art

The Poynter Institute  
online courses: Ethics of Journalism,

Design Thinking Workshops, San  
Francisco & New York City

Beginning Improv, Curious Comedy  
Theater, Portland, OR

## WORK HISTORY

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### Email Marketing Manager

Mercy Corps, 2020 to present

- Deliver value, drive engagement, and achieve revenue goals via first-in-class content across digital channels with focus on email marketing
- Analyze campaign outcomes to create data-informed decisions to improve future performance, both for revenue and engagement
- Research original sources to identify stories that demonstrate the impact of Mercy Corps' domestic and international programs
- Interview global team members about their work, ghostwrite articles
- Draft CEO and other executives' public communications, capturing their voices from video, podcasts, and written correspondence
- Collaborate with social media manager to offer cohesive, relevant messaging and multi-media experiences across the user journey
- Work within and contribute to guidelines for language and imagery that embrace values of diversity, equity, and inclusion

### Freelance Digital Communications

Half Sky Writing, 2018-ongoing

- Evolved Half Sky Journeys (see following page) to provide more digital writing-specific freelance work for a variety of global organizations
- Major client work (communications, copywriting, design, and event planning and facilitation) for [Future Leader Now](#) - providing change management, design thinking, and team culture-building workshops across the globe (Silicon Valley, NYC, London) for professionals from major companies including: Procter & Gamble, Virgin Media, Genentech, Novo Nordisk, Roche, Kellogg's, Apple, eBay

### Director of Marketing & Communications

WorldOregon (formerly World Affairs Council), 2016-2018

- Managed start-to-finish rebrand, from pitching changes to board executives, vetting proposals from design agencies, to implementing a new website design and CMS
- Managed editorial calendar across all communication channels (web, social, email, direct mail) and oversaw marketing budget
- Led strategy, design, and content creation for all digital and print communications: e-newsletters, fundraising appeals, event promotion
- Utilized data and analytic tools to measure effectiveness of digital outreach strategies, continuously adapted campaigns to achieve goals
- Pitched to media, wrote press releases, prepared interviews, and wrote scripts for radio spots promoting large scale speaker events with major thought leaders, including journalist Lulu Garcia-Navarro, author Masha Gessen, travel guru Rick Steves, and racial justice activist Shaun King
- Wrote, scripted, produced promotional video

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## LANGUAGES & INTERNATIONAL EXPERIENCE

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

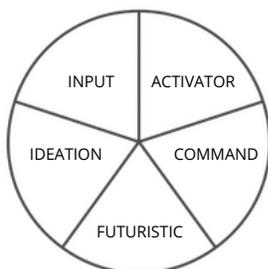
Work and extended travel in countries such as Cambodia, India, Indonesia, Uganda, Kenya, Rwanda, and Tanzania

Rapporteur and blogger for Vital Voices (New Delhi, India)

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

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

## GALLUP'S "STRENGTHSFINDER" STRENGTHS



## WORK HISTORY

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### Founder & CEO

Half Sky Journeys, 2010-2015

- Increase impact of cause-centered businesses through creating in-person and digital engagements worldwide
- Design, prepare logistics, market, and sell premium international events to unite social impact leaders with a lens on women's rights, past trips include Cambodia, [Kenya](#), and [Rwanda](#)

### Director of Communications

World Pulse Media, 2006-2010

- Led distribution, subscriptions, sponsorships, and advertising for a quarterly print magazine, which transitioned to a digital media platform to amplify women's stories of change from every continent
- Built outreach strategy which tripled membership to our social network
- Served as the ghostwriter and editor of CEO's internal and external communications to supporters, board, and subscribers
- Scripted and planned event content for board trainings and off-site team engagements to align mission and values
- Interviewed participants on the platform virtually, and in person on international trips, to collect and share stories of impact
- Managed and wrote marketing campaigns for donor audiences, plus external and internal community audiences
- Transformed data and research into narratives and visuals to grow support

### Marketing Director

One With Heart Wellness Center, 2001-2005

- Planned, created, and executed sales plans and marketing campaigns
- Created internal team sales strategy resulting in most profitable year to date, funding a self-defense scholarship for low-income families
- Crafted copy for website, press releases, e-news, media (TV/web/radio)

### 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 "blurbary" system to train representatives to respond in "customer-centric" brand style, empowering team to convey company's brand and mission with every email interaction