

# Pam DAVIS

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## Areas of Expertise:

<b>Subject</b>	<b>Skill</b>
Promotions	Create Target Promotions for New Products, Services & Companies, Research, Special Events
Public Relations/Marketing	Copywriting, Press Releases, Media Relations, Dissemination of Information, Newsletters, Brochures, Marketing Strategies and Executing Events
Advertising Sales	Creating sales materials, media kits, and presentations. High closing percentages of new sales while maintaining a standing client base.
Editing/Graphic Design	Able to write and/or edit any story when necessary as well as create ads for customers to ensure the sale. Involved with the edit, layout and design of each publication.

- A marketing executive experienced in the field of advertising, marketing, publishing, editing, design, and public relations with the management skills and desire necessary to complement an active marketing office or publishing firm. An articulate communicator with an innovative writing capability. Excellent interpersonal skills. Deeply intertwined with Hawaii's visitor industry.

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## Experience:

### **Davis Media**

Honolulu, Hawaii

1995 – present

### **President, Publisher**

- Launched a media rep and publishing firm. Publications handled over the years include *Palm Springs Life*, *Vacations Senior Publications*, *Room Service in Paradise*, *Ad Walls*, *Recommend Magazine*, *Hawaii Polo Life: The Magazine*, *Outrigger Bulletin*, and the *Miss Hawaii USA* Programs, as well as a few Internet sites and occasional publishing projects, in addition to producing its core publication, *The Oahu Concierge*.
- Hired by the Activity Owners Association in January of 1999 to handle sales for *The Oahu Concierge*, *The Maui Concierge*, and *Maui Activities* on Oahu. Purchased *The Oahu Concierge* in October of 1999. Over two decades later it has built a deeply loyal readership and an amazing connection to Hawaii's tourism and hotel industry.
- Created a reputation for being able to produce a quality brochure, program, or guide in a timely, professional manner including handling all writing and layout.
- Built a niche for putting on specialized events that brought the hospitality industry and the private sector together.

### **R.E.D. Media, Inc**

Honolulu, Hawaii

March 2002 – present

### **Publisher**

- Assumed responsibilities for Davick Publications, Inc. in 2002, shut it down, re-organized it, then re-launched as R.E.D. Media, Inc. Initial responsibilities included stepping in and reviewing the existing publications, shutting down most of them, and then taking over two existing community publications: *Ewa by Gentry Newsletter* and the *Waikele Ohana News*.
- Solicited and launched new community newsletters for The Villages of Kapolei, The Mililani Town Association, Newtown Estates, and the Kahala Community Association. The company has built a niche market publishing official publications for community associations.
- Responsible for overseeing that all magazines are published in a timely fashion while overseeing budgets, ad sales, editorial, pagination, layout, design, and distribution while addressing all client concerns to produce the highest quality piece possible.

### **Davick Publications**

Honolulu, Hawaii

1996 – November 1999

### **Director of Sales and Marketing**

- Responsibilities included restructuring the sales department, hiring personnel, acquiring new publishing projects, and increasing sales.
- As the sole salesperson turned the 20<sup>th</sup> Anniversary issue of *Aloha Magazine* in December 1997 into the highest-grossing issue in the history of the publication.

- Sales Director for *Maui, The Magic Isles; Aloha Magazine; The Oahu Visitor's Bureau Travel Planner*, and the *Official Program for the Hawaiian Super Prix*. Responsibilities included sales, pagination, layouts, and staffing.
- In 1994, responsible for launching a new publication in Las Vegas called *Hawaii's Guide to Nevada*, by solely handling all sales in Hawaii, Nevada, and California.

#### **Guest Informant**

Honolulu, Hawaii  
Apr. 1995 - July 1995

#### **Senior Account Executive**

- Created effective sales and marketing packages to generate new and continued sales.
- Maintained clients for several publications at once. Worked large client base within the visitor and retail industry.

#### **Starr Seigle McCombs**

Honolulu, Hawaii  
Feb. 1995 - Apr. 1995

#### **Account Executive**

- Temporarily responsible for the day-to-day maintenance of 10 major resort and activity accounts during a colleague's maternity leave. A short-term position that was used to better understand and experience the other side of advertising sales.
- Providing direction and quality control for print and broadcast production as well as the placement of advertising.
- Gathering research material for analysis as well as putting together and presenting marketing strategies for clients.

#### **Davick Publications**

Honolulu, Hawaii  
Dec. 1991 - Oct. 1994

#### **Senior Account Executive**

- Responsible for over \$500,000 of advertising sales in 1993. Topped 1993 total sales within the first 4 months of 1994.
- Created effective sales packages, media information, and presentations to generate new and continued sales. Assisted with marketing efforts and promotional advertising.
- Maintained clients for several publications. Built a large client base in the visitor industry.
- Sales Manager for *Wailea Magazine*. Sales, pagination, layouts, proofing run lists, and liaison for hotel general managers.

#### **RSVP Magazine**

Honolulu, Hawaii  
Summer 1988

#### **Editor's Assistant, Writer**

- Prepared, conducted, and wrote interviews with entertainers such as Ben Vereen and Joshua Bell. Duties included editing freelance work, proofreading copy, and writing articles.

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### **Education:**

- Walter Cronkite School of Journalism & Telecommunications - Arizona State University
- BA in Telecommunications Management
- Universitaire Catholique de Polytechnique de Lille, France
- University of London, England
- Punahou School, Hawaii

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### **Professional & Community Involvement:**

- Member or Past-Member: SKÅL, HAF, HSMA, TTRA, WOVA, Ad 2 Honolulu
- Program Director 1993-1994, Ad 2 Honolulu
- Public Service Director 1994-1995, Ad 2 Honolulu - *winning several local and national public service awards for Ad 2 campaigns*
- Internship/Education Director 1994-1995, HAF
- Board of Directors, 1994-1999, HAF
- American Heart Association Executive Board Member, Black Tie Blue Jeans from 1992 - 2012
- Member SKÅL International, a professional organization of tourism leaders around the world since 2012 (*details attached*)
- Hawaii Foodbank signature fundraiser Great Chefs Fight Hunger, co-chair, 2016 to present

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### **Skills:**

- Computer Literate: Quark, PhotoShop, Illustrator, InDesign, Excel, Word, Filemaker Pro
- Conversational in French