

Grant Kiyoshi Mukai

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Skills

- Nine years of communications and marketing experience, six years of Web content experience and five years of journalism experience
- Experience leading and assisting three website transitions and their content strategy
- Web content management systems: WordPress, Drupal, DotNetNuke, Higher Logic, Blackbaud Luminare
- Microsoft Office and Adobe Creative Suite: Photoshop, InDesign, Premiere, After Effects, Audition
- Email marketing: Constant Contact, MailChimp
- Social media marketing and Web analytics: Facebook, Twitter, LinkedIn, Instagram, Hootsuite, Google Analytics
- Fluent in English (C1) and French (C1) and working knowledge of Spanish

Work Experience

Senior Digital Communications Manager, Project HOPE

Since March 2018

- Led the website transition to a WordPress platform and managed the project between internal stakeholders and our developer
- Wrote blogs and press releases for online publication
- Conceptualized and designed infographics and pamphlets
- Managed our social media channels and followed media coverage through Cision
- Currently develop our Web content strategy in relation to our fundraising efforts and communications needs, including our Giving Tuesday efforts
- Analyze and track our analytics to best leverage our SEO and increase our Web traffic and organic search

Web Services and System Support Specialist, American Political Science Association

March 2015 to March 2018

- Transitioned the association's main website and launched two news and community sites on WordPress
- Oversaw and managed the association's multi-site setup including installing and configuring themes, permissions and server settings
- Provided photography, edited video clips, news articles and podcasting for PoliticalScienceNow.com
- Filmed and interviewed journal editors and members for online video clips
- Designed desktop publishing documents and infographics for conference exhibitors and council members
- Produced Google Analytics reports with page views and click rates to be considered for the site redesign
- Designed and sent email marketing newsletters and pulled contact lists using custom criteria

Web Designer (contract), Georgetown University

October 2014 to March 2015

- Designed and developed email marketing templates for the Office of Marketing and Communications
- Designed printed flyers, posters and Web graphics
- Managed and organized WordPress and Drupal content

Web Producer I (contract), iQ Solutions

April 2014 to October 2014

- Performed quality control on several websites and product catalog pages for healthcare clients including federal government agencies
- Edited email marketing materials and Section 508-compliant webpages and PDFs
- Updated webpage content and designed Web elements such as buttons and banners
- Enforced Web standards policies and verified cross-browser compatibility

Education

Boston University, College of Communication

Bachelor of Science: Broadcast Journalism

Minor: French Language and Literature

September 2006 to May 2010