

# 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 with three website transitions and leading 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: Facebook, Twitter, LinkedIn, Instagram, Hootsuite
- Web Analytics and SEO: Google Analytics, Google Tag Manager, SEMrush, Heatmaps
- Fluent in English (C1) and French (C1) and working knowledge of Spanish

## Work Experience

### Senior Digital Communications Manager, Project HOPE

Bethesda, Md.

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
- 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
- Lead our homepage strategy through internal tracking metrics and pageviews to determine what stories and elements should appear on the homepage and in what order
- Present industry and peer research to senior leadership and explain how we can leverage the data with our own analytics to increase our competitive edge

### Web Services and System Support Specialist, American Political Science Association Washington, D.C.

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  
Washington, D.C.**

**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  
Rockville, Md.**

**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 content, webpages and PDF documents for Section 508 compliance
- 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  
Boston, Mass.**

**Bachelor of Science: Broadcast Journalism**

**Minor: French Language and Literature**

**September 2006 to May 2010**