

Jacqueline “Jackie” Wong

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Communications & Media Specialist

Innovative, inspirational, open-minded storyteller with strong communication and creative thinking abilities. Drives effective marketing and communications strategies and cultivates relationships with a diverse community and audience. Passionate about making a positive impact in the lives of individuals, while conveying important ideas and information to people in a fun and engaging way. Experienced in marketing, fundraising, and education. Thrives on a deadline with the ability to prioritize multiple assignments simultaneously. Succeeds in working autonomously or collaboratively. Proven experience in communicating technical subject matter, branding, and integrated campaigns based on research and analysis.

Education

BACHELOR OF ARTS | 2004 | WHITMAN COLLEGE | WALLA WALLA, WA

Major: English Minor: Psychology Major GPA: 3.76 Cumulative GPA: 3.60

POSTBACCALAUREATE | 2006 | UNIVERSITY OF WASHINGTON | SEATTLE, WA

Concentration: Nonfiction Writing

MASTER OF FINE ARTS | 2009 | LOYOLA MARYMOUNT UNIVERSITY | LOS ANGELES, CA

Major: Screenwriting GPA: 3.85/4.0

Core Competencies

Writing & Editing	Creative Thinking	Thought Leadership
Communications Strategies	Creating Compelling Messages	Fundraising
Coordination / Prioritization	Teamwork	Partnership Development
Marketing Strategy	Project Management	Time Management
Data Analysis	Event Coordination	Deadline-Driven
Content Development	Written/Verbal Communication	Organizational Skills

Experience

Community Life Services Associate | Timber Ridge at Talus, Issaquah, WA | March 2018 – Present

Generate content for a broad range of topics. Design fundraising campaigns and coordinate events for a large senior living community. Instruct continuing education classes and coordinate education programming with internal/external instructors. Educate residents and staff on equipment usage, technical troubleshooting, and the process of setting up events. Ensure the smooth flow of work across departments and develop strategies to eliminate booking conflicts.

Accomplishments:

- Produced innovative multimedia solutions amid the COVID-19 pandemic, producing and maintaining video versions of former live in-house programs; and started the company’s first weekly periodical featuring articles, artwork, photos, and resident submissions which has been adopted by other senior living communities nationwide.
- Conceived a fundraising campaign “Walk to End Alzheimer’s” for the Alzheimer’s Association, resulting in the organization finishing first in the nation among Life Care Services organizations.

- Conceptualized and implemented a fundraising campaign in partnership with the Issaquah Food & Clothing Bank which funded the creation of their first Mobile Food Bank to serve the community during the COVID outbreak.
- Planned, scheduled, and coordinated daily programming for 500+ residents by booking educators, artists, entertainers, legislators, and public speakers to cover multiple dimensions of content focused on intellectual, emotional, spiritual, social, and physical wellbeing.
- Eliminated room booking conflicts and increased employee morale by communicating schedule constraints and understanding the needs of cross-functional departments to reduce labor hours and interdepartmental conflicts.
- Designed templates to increase the efficiency and transparency of educational course registration and transportation requests.
- Reorganized the transportation schedule, saving the company \$700 to \$1,000 per outing on charter buses.
- Authored the first handbook for the Transportation Department to orient new drivers on best transportation practices.

Freelance Writer, Researcher, Caregiver | Issaquah, WA | 2013 – Present

- Research alternative healing techniques including energy healing, spiritual psychology, and complementary/alternative medicine.
- Write a fictional manuscript focused on issues of trauma and recovery.
- Provide caregiving services and emotional support to elderly individuals.

Pre-Nursing and Nursing Student | Bellevue College, Bellevue, WA | 2010 – 2013

- Developed concept maps and care plans tailored to each patient's specific needs.
- Researched and delivered presentations on diversity and cultural factors that influence healthcare.

Student Media Graduate Assistant | Loyola Marymount University, Los Angeles, CA | 2007 – 2009

- Supported the Director of Student Media and student journalists in completing research, scholarships, photoshoots, interviews, and articles for publications.
- Designed a spreadsheet to efficiently coordinate photoshoots, and increased faculty participation in photo shoots by 100%.
- Designed and implemented an online polling system.
- Created a campus-wide survey and compiled results for editors.

Screenwriting Graduate Student | Loyola Marymount University, Los Angeles, CA | 2006 – 2009

- Wrote scripts for shorts, TV pilots, and specs/features/treatments.
- Wrote, directed, and produced short films.
- Conducted research and analysis on film theory, history, and technique.
- Delivered presentations and moderate classroom discussions.
- Nominated for the Humanitas Fellowship in Comedy Writing, May 2008

Story Development Intern | Sony Pictures Television International, Culver City, CA | Fall 2008

- Edited and evaluated scripts, story bibles, pilot episodes, and casting tapes for formats considered for acquisition, development, and production of Sony Pictures Television International.
- Conducted development research for shows in pre-production.

Freelance Writer | Seattle, WA | Spring 2004 to Fall 2006

- Researched and wrote magazine shorts and feature articles for publication in local and national magazines (*Colors NW, Alaska Airlines Magazine, Horizon Air Magazine*, newsletters for Savers, Inc., the King County Library System, etc.).

- Wrote and performed sketches for the Seattle-based comedy troupe, the Pork Filled Players.

Communications Assistant | Whitman College, Walla Walla, WA | Jan. 2002 to May 2004

- Assisted the Communications Division with the production of printed media (magazines, newsletters, website design).
- Organized and tracked high-volume press clippings, photo slides, and digital media.
- Edited and wrote content for the *Whitman Magazine* and community press releases.
- Coordinated photo shoots and took photographs for various publications.

Technical Proficiencies

Final Draft | Microsoft Office Suite | Microsoft Publisher | Canva | WorxHub | Touchtown | Video Editing

Community Outreach / Volunteer Experience

Alumni Association of Whitman College | Summer 2005 – Present

Class Representative:

- Write fundraising letters throughout the fiscal year to encourage alumni giving.
- Oversee 9 Associate Representatives in conducting fundraising campaigns.
- Serve as liaison between the College and members of the Class of 2004.
- Decade Winner for Class Participation, 2006 & 2009

15th Reunion Committee Co-Chair:

- Help plan reunion events that appeal and cater to the needs of the attending classes' demographics.
- Encourage attendance and participation from the classes of 2003, 2004 & 2005.

Evergreen Health Hospice, Kirkland & Vicinity | Summer 2016 – August 2018

Comfort Care Volunteer & Reiki Circle Organizer

- Educate, schedule and provide complementary and alternative healing support to hospice patients.
- Coordinate and host monthly Reiki gatherings to support volunteers and patients' families.

Threshold Choir Member (Soprano):

- Sing choral music to hospice patients on Thursday nights in Threshold Choir.