**Rosevelt (Butch) Dela Cruz**   
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**Highlights of Qualifications**

* Project coordination and management
* Excel in managing schedules, cost, performance, and meeting multiple deadlines
* Strong liaison with project stakeholders, listening and managing their needs
* Excellent multitasking abilities, written, and oral communications skills

**Professional Attributes**

**Project Management:**

Project manager for corporate events, providing research, planning, and coordination

Managed Nike LBS corporate events – EST World Cup and Global Team Building events

Account management, logistic planning, onsite coordination, and venue sourcing

Contract negotiation, client building, offsite arrangement, transportation arrangement, and vendor selection

Four years of project development and management for the Aloha Medical Mission and East-West Center   
Four years of managing international conferences and seminars for the East-West Center

**Administration and Management:**

Oversight of daily operations including budgeting coordination, contract negotiation and management, programs and services, equipment/facilities maintenance and procurement, and information technology

Supervised consultants and staff, including performance review, recruitment, retention, and training

**Corporate Communications:**

Provided internal and external communications, keeping stakeholders informed and involved

Expanded communication portfolio for marketing and advertising promotions  
Oversaw strategic marketing of program services and media advertising through commercials and print ads  
Coordinated website development and content management  
Created printed collaterals, newsletters, event programs, brochures, and advertising layouts  
Developed marketing strategies for brand recognition (ABS-CBN International, Aloha Medical Mission, Aloha Tennis Open, The DuBois Group, East-West Center, Fujitsu Limited, Japan-America Institute of Management Science, Martin’s Swiss Dressing, LLC, NIKE LBS, and PRADA)   
  
**Computer:** MS Project, Word, Excel, PowerPoint, Photoshop, Visio, Adobe Acrobat, Dreamweaver, HTML, InDesign,

**Written Communication:** Budgets, case statements, newsletters, press releases, program reports, and proposals  
 **Oral Communication:**Maintained ongoing partnerships with board, volunteers, and supporting

organizations. Served as media and public relations liaison for the Aloha Medical Mission. Served as liaison between cooperating agencies and media organizations for the East-West Center. Provided public presentations and media interviews  
 **Diversity & Languages**: International work experience, competency in Japanese and Tagalog, and experience working with diverse stakeholders

**Education**  
  
Bachelor of Arts in Political Science, University of Hawaii at Manoa, Honolulu, HI

Master of Urban & Regional Planning, University of Hawaii at Manoa, Honolulu, HI

**Work Experience**

**Kelly Service - Assist Program, Beaverton, OR – (March 2010 to Nov. 2010)**

**Business Operations Specialist** Assigned to Nike Lean Business Solutions’ Enterprise Solutions and Technology department. Responsibilities include developing and managing cross functional procedures and timelines for department and leadership; developing action plans to address business operational improvements; ensuring accurate and timely status reports; preparing PowerPoint presentations for department All Hands events; serve as project manager and facilitator for team and community building events; and provide external and internal communications, advertising and brand marketing.

**Martin’s Swiss Dressing, Portland, OR – (2008 to 2010)**

**Marketing Coordinator** Responsibilities included brand marketing and product demonstration in leading supermarkets in the Portland area; and provide customer feedback and strategic planning input to marketing team.

**Japan-America Institute of Management Science, Honolulu, HI – (2007 to 2008)**

**Corporate Communications**  A non-profit postgraduate institute established by Fujitsu Limited as its corporate social contribution, JAIMS provides intercultural management education and training for business leaders. My responsibilities included external and internal communications, advertising, brand marketing, website development and management, creating and writing printed collateral materials for JAIMS and Fujitsu, and student mentorship.  
  
**Aloha Medical Mission, Honolulu, HI – (2005 to 2007)**

**Executive Director** Responsible for the overall management of the organization, including coordinating overseas medical missions and administering program services, acting as liaison between local host coordinators and government officials; organizing fundraising activities; writing grants; managing a staff of 14 paid employees and volunteers; coordinating AMM volunteer programs; and overseeing public and media relations, and advertising. AMM addresses the medical needs of people overseas and in Hawaii who are challenged by poverty and adequate access to health care.  
  
**The DuBois Group, Incline Village, NV – (2003 to 2005)**

**Staff Writer** Identified grant-funding foundations,compiled foundation reports, submitted grant proposals and developed case statements for organizational brand marketing for capital campaign and fundraising efforts.   
  
**Independent Contractor, Honolulu, HI – (2002 to 2003)**

**Project Coordinator** Planned and coordinated events for PRADA, ABS-CBN International, and Earthplan. Duties included marketing and advertising strategies; coordinating design and printing of collaterals; researching and developing mailing lists; serving as media and public relations liaison; and contracting food and beverage caterers.   
  
**East-West Center: East-West Seminars, Honolulu, HI – (1998 to 2002)**

**Project Coordinator** A research and intercultural exchange organization between the Asia-Pacific communities and the U.S., I coordinated conferences and seminars. Duties included researching the thematic focus of programs, arranging invited speakers for seminars; leading field studies to Asia and the U.S.; acting as liaison between cooperating agencies, media organizations, and sponsors; preparing memorandum of agreements; seeking sponsorships; researching grant funding sources; writing summary reports; developing marketing strategies and promotional materials; and writing newsletters.