



Cindy Hanson

Contact

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www.inkandaudiomedia.com

Objective

To contribute my expertise to support effective communication and media engagement

Personal Statement

I am a dynamic communications professional with a passion for storytelling, covering a range of services including writing, voice talent, broadcasting, marketing, and public relations

Experience

Freelance Writer, Voice Talent, & Public Relations (current)

Ink & Audio Media - Self Employed

- Professional writing services, including content creation, copywriting, press releases, etc
- Voiceover services for commercials, narration, audiobooks, and professional radio announcer
- Public Relations and Branding strategies, Crisis Communication
- Promotional campaigns to enhance brand reach

Public Information Officer (current)

Guam Memorial Hospital Authority (GMHA)

- Hospital spokesperson, manage media relations, and public messaging
- Implement crisis communication plan, distribute press materials
- Create newsletters, brochures, promotional materials for public engagement
- Manage social media platforms

Communications & Social Media Specialist

Guam Regional Medical City

- Hospital communication and public relations strategies
- Digital marketing, social media management, audience engagement
- Voice talent and Emcee for hospital events
- Media Relations
- Crisis communications

Core Skills

WRITER

- Content Writing
- Copywriting
- Press Releases
- Newsletters

VOICE TALENT & BROADCASTING

- Commercial Voiceovers
- Narrator
- Public Speaker
- Audiobooks
- Radio Announcer

MARKETING

- Marketing Strategies
- Advertising Campaigns
- Social Media Management
- Events & Promotions

PUBLIC RELATIONS

- Brand Management
- Storytelling
- Media Relations
- Crisis Communication



Technical Skills

- Microsoft Office 365 & Google Workspace
- Adobe Audition, Audacity Production Software
- Hootsuite, SocialPilot Social Media Management Tools
- Adobe Photoshop, Canva Graphic Design Products
- Grammar & Editorial Tools
- AI Products

Education

- **University of Guam**
 - Bachelor of Arts (Honours), Communication - Mass Media, Journalism
- **University of Canterbury**
 - Mass Communication, Earned Credits

Volunteer Work

- **Founder & Media Consultant**
 - **Island Girl Power**
 - Managed PR and branding efforts.
- **Director**
 - **Guam Anti-Bullying Organization**
 - Led educational outreach and advocacy.
- **Radio Host (Volunteer)**
 - **Newstalk K-57**
 - Hosted community-focused radio programs.

Experience

- **Radio Announcer, Promotions & Digital Sales Manager**
Choice Broadcasting, Inc. / The Boss 105
 - Hosted weekday radio program, increased audience engagement and sales
 - Promotional campaigns, supporting media marketing materials
 - Web Content Editor
 - Copywriter, sales kits, and press releases
- **Adjunct Communication Professor**
University of Guam
 - Taught public speaking and mass media communication
 - Effective research, speech writing, and audience engagement techniques
 - Student and administration feedback consistently positive
- **Marketing Executive**
Glimpses of Guam / Advertising
 - Marketing and brand campaigns for Coca-Cola (Guam) and Foremost Foods, Inc.
 - Directed advertising initiatives, including commercial production and social media branding
 - Implemented promotional strategies that increased sales and audience engagement
- **Editor, Writer & Media Liaison**
Office of the Governor of Guam, Communication Department
 - Researched and wrote press releases, speeches, and official statements
 - Managed social media platforms and media coordination for government communications
 - Edited official documents for consistency and impact

Referees/References

Carlotta Leon Guerrero

Chief Policy Officer, Military & Regional Affairs
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Lee Yudin, PhD

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