CINDY HANSON

COMMUNICATION & PUBLIC RELATIONS

INK & AUDIO MEDIA
WRITING, VOICE TALENT, & PUBLIC RELATIONS

CONTACT

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SUMMARY

An accomplished writer, speaker, and communications specialist with expertise in public relations, media engagement, strategic messaging, and audience communication. A compelling storyteller with a talent for translating complex information into clear, engaging, and impactful messages. I am a New Zealand citizen.

SKILLS

PROFESSIONAL

- Strategic Communications
- Professional Writing & Editing
- Public Relations
- Media Relations
- Executive Communication
- Crisis Communication
- Public Speaking
- Community Outreach

EDUCATION

BACHELOR OF COMMUNICATION WITH HONOURS

University of Guam
2001 - 2004

EARNED CREDITS

University of Canterbury
2005 - 2006

WORK EXPERIENCE

TRAINING COORDINATOR

Orbit Marketing (NZ) | June 2025 - August 2025

- Short-term transitional role supporting promotional team coordination and training delivery.

PUBLIC INFORMATION OFFICER

Guam Memorial Hospital | May 2022 - June 2025

- Prepared public information materials, newsletters, and social media content.
- Supported patient, community, and media communications, responding to public inquiries and handling sensitive situations with professionalism and discretion, including during emergencies.

COMMUNICATION & SOCIAL MEDIA SPECIALIST

Guam Regional Medical City | December 2018 - May 2022

- Led communications, media relations, digital content, and executive messaging.
- Coordinated media events, community outreach, and crisis communications, including emergency response.

CINDY**HANSON**

COMMUNICATION & PUBLIC RELATIONS

VOLUNTEER WORK

VOLUNTEER LIBRARIAN
Woolston Community Library
March 2026 - Present

FOUNDER, PUBLICIST
Island Girl Power
June 2001 - December 2005

EXECUTIVE DIRECTOR
Guam Anti-Bullying Organization
June 2011 - June 2025

REFERENCES

CARLOTTA LEON GUERRERO
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MILLIE LEON GUERRERO
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WORK EXPERIENCE, cont.

PROMOTIONS & SOCIAL MEDIA MANAGER
Choice Broadcasting | May 2016 - September 2018

- Hosted weekday radio programs, increasing audience engagement and sales.
- Developed promotional campaigns and supporting marketing materials.
- Edited web content and wrote copy, sales kits, and press releases.

MARKETING EXECUTIVE
Glimpses of Guam Advertising Agency | June 2011 - May 2016

- Developed 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 to increase sales and audience engagement.

ADJUNCT COMMUNICATION PROFESSOR
University of Guam | August 2010 - December 2015

- Taught public speaking, mass media, research, and speechwriting.
- Applied audience engagement techniques, earning consistently positive student and administrative feedback.

RESEARCH ANALYST & WRITER
Guam Legislature | January 2010 - January 2011

- Drafted legislative resolutions, speeches, and official correspondence for the Office of Senator Rory Respicio and the Executive Office.
- Conducted policy research and fact-finding investigations and supported coordination of Guam Congress Building renovations.

PUBLICIST & MEDIA RELATIONS
Guam Visitors Bureau | June 2006 - October 2009

- Wrote feature stories, press releases, official statements, and multilingual media kits for international tourism markets.
- Coordinated familiarization tours, press conferences, and international media relations.
- Produced the bureau's digital newsletter and researched international travel trends

(Full work history provided on request.)