


Lynnae Kasserman

External Affairs Specialist

I possess over 4 years of experience as an External Affairs Specialist. In my previous roles, I was responsible for developing and executing communications plans, managing media relations, and writing compelling content. I have a proven track record in driving positive media coverage and building relationships with key stakeholders. My strong written and verbal communication skills enable me to effectively engage with diverse audiences. I am highly organized and thrive in fast-paced environments.

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645 Kilauea Ave, Hilo, HI 96720 

Education

Bachelor of Arts in International Relations at University of Hawaii at Manoa, HI

Sep 2014 - May 2018

In the course of my studies, I have learned excellent research, writing, and communication skills.

Links

[linkedin.com/in/lynnaekasserman](https://www.linkedin.com/in/lynnaekasserman)

Skills

Writing



Research



Communication



Organization



Event Planning



Public Speaking

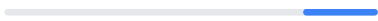


Languages

English



Japanese



Employment History

External Affairs Specialist at US Department of State, HI

Mar 2022 - Present

- Wrote and distributed press releases that resulted in an average of 15% more media coverage.
- Arranged and hosted 10 successful events with high-profile guests, including journalists, politicians, and business executives.
- Negotiated partnerships with 5 new organizations which increased visibility for the company by 30%.
- Wrote 4 op-eds that were published in major newspapers across the country.
- Grew social media following by 20% through engaging content and creative campaigns.
- Managed a team of 3 staff members responsible for executing all external affairs initiatives.

External Affairs Associate at US Department of Defense, HI

Sep 2018 - Feb 2022

- Wrote and distributed monthly e-newsletter to 5,000+ members.
- Led social media efforts that increased Twitter followers by 15% and Facebook likes by 10%.
- Planned and executed 4 successful membership events with over 250 attendees each.
- Generated \$15,000 in sponsorship revenue for annual conference.
- Wrote 3 grants that resulted in a total of \$45,000 in funding for organization programs.
- Managed website content updates which improved site traffic by 20%.

Certificates

Certified Association Executive (CAE)

Mar 2021

Certified Government Relations Professional (CGRP)

May 2019

Memberships

American Association of Political Consultants

American Association of Government Relations Professionals