

# Pauline Sugarman

PMB U-174, 315 S. Coast Hwy. 101 \* Encinitas \* CA \* 92024  
T e l e p h o n e: (808) 878-3000 \* Email: Pauline.Sugarman@gmail.com

## Professional Experience Highlights

**Community Engagement Coordinator, DKA Architecture, Seattle, WA.** Community Engagement for all new schools - Seattle Public School's \$490 million BEX III program. Planning and successful implementation of strategic outreach plan consisting of over 15 outreach tools in 7 communities including website content development, maintenance and analytics reports, press releases & article submittals, communications with community members, groups and blogs, community meetings, large celebrations and events, PowerPoint presentations, graphic design and production management of posters, signs, handout and other collateral. Sub-consultant contract management. Analysis reports and client presentations.

**Strategic Marketing Plans and SEO, Blue Pearl Web Solutions, Maui Hawaii.** Researched and presented strategic marketing plans, competitive analysis reports, SEO "white hat" research & optimization of sites including off-site content, monitoring and tracking team progress for timely completion, coordinating meetings, preparing ROI reports, client communications.

**Director of Sales and Customer Service, Global IP Net, Maui, Hawaii.** Established accounts with Fortune 500 companies and national Law Firms as well as overseeing customer care for both new and established clients resulting in 35% increase in sales.

**Marketing Director-PR, Elbee Productions, Maui, Hawaii. (Contract)** Marketing and market research for multiple product lines. Graphic design of marketing materials. Established national distribution channels, implemented strategic planning and national and regional PR campaign. Results included 5 national product awards.

**Owner, Hawaiian Office Systems, Maui Hawaii.** Consulted with small to medium size businesses to improve overall success of business. Strategic planning, marketing plan development, systems analysis and implementation, human resources -policies and handbooks, hiring, training, accounting systems – creation, implementation and training.

**Administrative Assistant to Construction Manager James Gomes, Sheraton Maui Redevelopment Site, Maui, Hawaii.** Assisted construction manager, senior project engineer, design manager and hotel owners overseeing 2,100 sub-contractors. Duties included detailed construction reports, communications, data entry, general office management.

**Administrative Assistant to Christian R. Lassen and Jona Price, President of Lassen Publications, Maui, Hawaii.** Assisted with international marketing projects, foreign and domestic communications, assisted construction manager with the construction of galleries and luxury residential homes.

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## Honors

**Award for Outstanding Achievement**, Sierra Club Maui, 1999.

**Outstanding Graduate Award**, M.I.U., awarded Spring 1982.

**Leadership Award**, M.I.U., awarded by student body of M.I.U., Spring 1981.

## Education

**MBA with Marketing Emphasis** (1985) M.I.U., Fairfield, Iowa.

**Special Focus Group Studies with Dr. Rashi Glazer**, Ph.D., Columbia University, now U.C. Berkeley business professor

**BA** (Literature/Business) (1982) M.I.U., Fairfield, Iowa.

**Other Studies:** Literature, (Fall, 1976) University of Bristol, Bristol, England.

Writing/Mathematics (Fall 1977-1978) College of Marin, Kentfield, California.

## Other Training

**Hot-Line Telephone Counseling**, Novato, California. Trained to take incoming stress calls, counseling over the phone.

**Micro-computer systems:** Microsoft Word, Excel, SharePoint, FileMaker Pro, Goldmine, Access, Quickbooks, Dreamweaver, GoLive, Photoshop, Illustrator, InDesign, Flash, HTML, xHTML, CSS, Powerpoint, Outlook.

## Articles/Publications

**Articles:** Over 30 articles exploring the internet as an emerging technology including: principles guiding the evolution of the web, history of the internet, emerging web trends, site usability issues and “white hat” SEO guidelines for high ranking organic search results.

## Special Interests

Design, marketing, public speaking, literary classics, volunteer work – youth and environmental projects.

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## References

**DKA Architecture, 106 Lenora Street, Seattle WA 98121**

Telephone: (206) 999-0814

Contact: Chuck Clegern, Senior Project Manager for the BEX III Program

**Computer Software Associates (now Global IP Net), 567 Kupulau Dr., Kihei, HI, 96753**

Telephone: (808) 891-0099

Contact: Anthony De Andrade, President

**Ken Smith, Realtor, now of Coldwell Banker**

Telephone: (808) 879-5233

Contact: Ken Smith

**Elbee Productions, 1560 Halama St., Kihei, HI 96753**

Telephone: (808) 891-0552

Contact: Steve Hatfield

**Whalers Realty, Inc., 2435 Kaanapali Parkway, Suite A-3, Lahaina, HI 96761**

Telephone: (808) 661-8777

Contact: Tess Cartwright, Vice President

**Lahaina Printsellers, 636 Luakini St., Lahaina, Hawaii, 96761**

Telephone: (808) 669-4133

Contact: Alyce Valenta

**Higgins Harte International Galleries: 844 Front St., Lahaina, HI 96761**

Telephone: (808) 268-0756

Contact: Lori Higgins, President

**Further References Available Upon Request**

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## What People Say About Pauline Sugarman's Work

*"To whom it may concern:*

*This letter will serve to convey my letter of recommendation for Ms. Pauline Sugarman.*

*I have worked closely with Pauline for two years. She has been instrumental in the delicate area of community engagement and relations in support of the \$500 million Seattle Public Schools Building Excellence capital programs.*

*She can organize, see the big picture, speak clearly on any issue and bring together diverse groups to achieve successful outcomes.*

*Pauline best attributes are her respect for people, her resolute approach to her duties and her perseverance in completing the project successfully, on time and on budget. Her ability to foresee challenges and roadblocks, while planning developing and executing complex projects shows her to be a person any public or private organization would appreciate. Her ethical values are beyond reproach.*

*You won't see her name on page one of the newspaper, but she is a driving force as a team player who would be an extremely valuable addition to you. "*

**Tom Redman**  
**Facilities Communications Manager**  
**Seattle Public Schools**  
**253-740-8844**

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*“Pauline Sugarman worked for our company for two and a half years in the position of Director of Sales. During this time, she showed exceptional skill in establishing relationships with businesses of all sizes, including Fortune 500 companies. She was especially gifted in her ability to define key players, establish positive relationships with these decision makers and close targeted sales. The result for our business was a substantial increase in our client base and growth of our company.*

*Some of the skills that I have been most impressed with include Pauline’s excellent communication skills as well as her ability to show tenacity and grace in the process of establishing relationships with busy, high-powered company managers and owners. She was able to clearly communicate our product and the benefits to be gained from our services. Pauline was also very good at meeting each business’ processing needs, regardless of their tempo, whether under deadline or working with many players in a large corporate decision making structure. She always delivered and the result was to secure many fulfilled, long-term clients with significant gain to our company.*

*I would not hesitate to rehire Pauline for a position in marketing or sales or to recommend her to head any marketing or sales division. She would be an asset to any company that is fortunate to secure her services.*

*Please let me know if I can provide you with any further information.”*

**Anthony de Andrade, President, Global IP Net,  
567 Kupulau Dr., Kihei, HI, 96753  
Telephone: (808) 891-0099**

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*“To Whom It May Concern:*

*I hired Pauline to develop a website that would help me stand out in a very competitive field. Pauline started by meeting with me to gain insight into my business, my goals and the different client groups I wished to target. From these initial meetings and further research she created a strategic marketing plan. It really helped me gain insight as to what role my website would play in my marketing plan for greatest success for my business.*

*Pauline’s skills helped bring my business to a new level of success. I especially want to mention her great ability to present information. I had no idea how much went into making a successful website and Pauline’s systematic and clear approach to every meeting made the whole process smooth and productive and the learning curve easy and enjoyable. “*

**Katrina Pitman, RE/MAX Maui**