

HARLEY CHARLEBOIS

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[Portfolio | Harley M Charlebois \(harleycharlebois.com\)](#)

SKILLS

Leadership
Adaptability
Pitching
Storytelling
Project Management
Prioritization/Time Management
Tent Pole and 360° Marketing
Strategy and Execution
Marketing/Advertising copywriting
Website and Blog copy

PUBLISHED

[Proforma PromoGraphix](#)
[Pounders Restaurant blog](#)
[Guide to the Center blog](#)
[HA: Breath of Life, Part 1 blog](#)
[Taste Polynesia: Official food brand of the Center](#)

Trained public relations specialist, copywriter, and content creator. Over three years of experience working in the business-to-business, business-to-consumer, publishing and tourism fields. Currently works alongside the executive team of the marketing department at the Polynesian Cultural Center, Hawaii's #1 paid attraction.

Dedicated and effective whether working independently and/or collaboratively. Extensive experience working remotely within small and large teams based throughout the United States. Conducts extensive research to remain current in media and marketing trends. Practices creative thinking to share client's stories with wide audiences while remaining true to their voice.

EXPERIENCE

Polynesian Cultural Center — Senior Copywriter/Editor

May 2019 - PRESENT

Create advertising copy for the [Polynesian Cultural Center](#) and [The Hawaii Store](#)

Approval responsibility for all published materials pertaining to The Hawaii Store

Approval responsibility for all published materials on all websites

Approval responsibility for select high level media copy

Project lead

Writing and editing for blogs and scripts

Proforma PromoGraphix — Branding, Communication and Media Associate

Aug 2020 - Sep 2021

Create Style Guide

Create copy for websites and newsletter

Create standards and training manual

Create media plan

PROJECTS

Diacritical Implementation — February 2022–ongoing

Create and facilitate training for all Polynesian Cultural Center employees on the implementation of accurate Polynesian-based language diacritics across all Polynesian Cultural Center channels. Includes extensive research and coordination of updates, training, installation of foreign language keyboard programs, research and proofreading with several individuals, teams and entities.

Taste Polynesia — November 2021 -ongoing

Lead in the conceptualization and production of assets and all copy assets for the Taste Polynesia brand that stretches across websites, social media platforms and a series of blogs with reach in the high thousands.

Style and Standards Guide — March 2021–September 2021

Create style and standards guide for disbursement to all employees and contractors. This included conceptualizing, presenting and getting approval for a primary and secondary color and font palettes. This guide also included explanations and examples for appropriate uses of all variations of primary and secondary logos. The formatting and distribution of this style guide was intended for digital and print use.

Training Manual for Sales Representatives — March 2021–September 2021

Create training manual for sales representatives. This manual gave explanations for how to gain and onboard clients, networking opportunities, and practice scenarios for making introductions and sales.

Polynesian Cultural Center App — May 2019–August 2019

Research and write copy for informational and entertainment purposes to be posted throughout the Center and published on the first edition of the Polynesian Cultural Center App.

Press 254 — January 2019–April 2019

Under the direction of Holms Troelstrup, the student staff of PRESS 254 published *Tapestries: A Word Weavers Anthology*. This process included copy editing, designing, and typesetting, as well as preparing marketing materials and organizing the launch reading.

EDUCATION

Illinois State University — BA Communication Public Relations – Graduated 2021

Additional coursework in publishing, creative writing and graphic design.

Certificated / Trained in

SEO

WordPress

Google Suite

Microsoft Office

Training in multiple CRM programs including Workfront

Training in multiple analytic programs