

KATHERINE FUKUDA

she/ her | 1derfulkatt@gmail.com | (310) 989-9799

EXPERIENCE

Mar 2025 – Present Carson, CA	Corporate Engagement Volunteer Manager The Salvation Army <ul style="list-style-type: none">◦ Cultivate strategic partnerships with corporate and community stakeholders to develop meaningful volunteer opportunities that align with their CSR goals and The Salvation Army's Mission.◦ Lead and organize volunteers for high-impact events throughout the year as well as raise funds to support these efforts.◦ Established volunteer engagement policies and best practices, including standardized handbooks, applications, and a web page for volunteer resources.
May 2023 – Mar 2025 Carson, CA	Volunteer Coordinator The Salvation Army <ul style="list-style-type: none">◦ Spearhead the development and implementation of a sound volunteer program, including recruitment, screening, orientation, retention, strategic volunteer placement, and database management, enhancing engagement and donor stewardship.◦ Recruited and managed over 100 volunteers within a week's notice to support The Salvation Army's Emergency Disaster Services for the 2025 LA Wildfires.
Sep 2020 – May 2023 Carson, CA	Social Media Coordinator The Salvation Army <ul style="list-style-type: none">◦ Created engaging content to promote programs and events across Instagram, TikTok, Facebook, Twitter, and LinkedIn.◦ Monitored social channels and conducted social listening to enhance brand reputation, identify trends, and uncover new opportunities.◦ Produced a viral TikTok video that garnered 135K+ views and attracted 668 new followers, increasing brand visibility and engagement.
Jun 2020 – Aug 2020 Long Beach, CA	Multicultural Marketing Strategy Intern interTrend Communications <ul style="list-style-type: none">◦ Conducted consumer research to create a specialized brand message and narrative that appeals to and aligns with a multicultural audience.◦ Applied market findings and knowledge of emerging trends to marketing tactics to increase client sales.
Aug 2017 – Aug 2019 Santa Barbara, CA	Marketing & Promotions Intern UC Santa Barbara Athletics <ul style="list-style-type: none">◦ Responsible for coordinating promotions, in-game entertainment, outreach and contacting outside organizations for sporting events.◦ Developed marketing material that helped attract over 10,000 fans at a Men's Soccer match, leading the nation in collegiate soccer attendance.

COMMUNITY INVOLVEMENT

Jan 2024 – Present Los Angeles, CA	Social Media Volunteer Underdog Community Project <ul style="list-style-type: none">◦ Create weekly social media content highlighting past events, featuring stories, and sharing educational content
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EDUCATION

University of California, Santa Barbara B.A.: Film and Media Studies Minor: Asian American Studies	2016 – 2020
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SKILLS

Customer Service, Project Management, Communication, Attention to Detail, Creative Concept Development, Volunteer Management, Microsoft Office, Adobe Photoshop, Adobe Premiere Pro and, Canva