

KATHERINE FUKUDA

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EXPERIENCE

- Mar 2025 – Present
Carson, CA
- Corporate Engagement Volunteer Manager | The Salvation Army
- Lead strategy and execution of corporate and community engagement events that support fundraising, donor stewardship, and cultivation goals.
 - Serve as relationship manager for corporate partners, strengthening long-term engagement through consistent communication, tailored experiences, and timely follow-up.
 - Collaborate with development leadership to align volunteer engagement with funding priorities and donor interests.
- May 2023 – Mar 2025
Carson, CA
- Volunteer Coordinator | The Salvation Army
- Partnered closely with development and program teams to support donor and volunteer engagement initiatives tied to fundraising campaigns.
 - Supported planning and execution of donor- and volunteer-facing events, contributing to stewardship, retention, and relationship-building.
 - Administered and maintained the volunteer CRM ensuring accurate data tracking, reporting, and compliance across programs.
 - Built internal systems, templates, and workflows to improve tracking, follow-up, and communication across teams.
- Sep 2020 – May 2023
Carson, CA
- Social Media Coordinator | The Salvation Army
- Collaborated with community programs to create impactful digital storytelling campaigns that enhanced brand visibility and supporter engagement.
 - Trained regional teams on ethical storytelling and donor-centered messaging best practices.
 - Produced a viral TikTok campaign generating 135K+ views and 668 new followers, expanding top-of-funnel supporter engagement.
- Jun 2020 – Aug 2020
Long Beach, CA
- Multicultural Marketing Strategy Intern | interTrend Communications
- Conducted consumer research to create a specialized brand message and narrative that appeals to and aligns with a multicultural audience.
 - Synthesized insights into clear recommendations to strengthen brand storytelling and campaign effectiveness.
- Aug 2017 – Aug 2019
Santa Barbara, CA
- Marketing & Promotions Intern | UC Santa Barbara Athletics
- Planned and executed large-scale engagement events and promotions, contributing to record-setting collegiate soccer attendance.
 - Coordinated logistics, outreach, and on-site execution—experience directly transferable to donor events and cultivation activities.

EDUCATION

University of California, Santa Barbara
B.A.: Film and Media Studies | Minor: Asian American Studies

Sep 2016 – Mar 2020

SKILLS

Event Planning · Digital Fundraising · Prospect Research · Donor Communication & Stewardship · Project Management · Strategic Partnerships · Storytelling · Canva · Mailchimp · Adobe Photoshop · Microsoft Office · Google Ecosystem