

Erica Yamauchi

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Education & Honors

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL, SCHOOL OF JOURNALISM & MASS COMMUNICATION

Master of Arts: Mass Communication, Social Marketing & Health Communication focus, May 2010

- *Roy H. Park Fellow*, 2008-2010. Awarded merit-based fellowship including full payment of tuition and fees, as well as a living stipend and research funding.
- *Carol Reuss Award*, 2010. Received award from School faculty and administration as the outstanding graduating master's student in strategic communications.
- *Susanne B. Roschwalb Grant for the Study of International Public Relations*, 2009. Awarded grant to use towards travel to South Africa as a part of my thesis research.
- Coursework focused on applied strategic communication research and how to integrate research into communication planning and evaluation, as well as mass communications theory, social marketing, advocacy/health communication, social media and digital marketing.
- Chosen by former Dean Jean Folkerts to represent my class at the Carnegie Corporation's 2010 Summit on the Future of Journalism Education in New York City; appointed by School professors to represent the student voice as a voting member of a search committee to hire two new professors in strategic communication.
- Research and Teaching Assistant to professors in public relations and mass communication. Responsibilities included coordinating and implementing several research projects in content analysis and message testing.

Bachelor of Arts with Distinction: Journalism and Mass Communication, Public Relations sequence, 2005

- Outside Concentration: Asian Studies
- *H.C. & Lois Cranford Award to the Outstanding Graduating Senior in Public Relations*, 2005
- *Dean's List*, All Semesters: Fall 2001 – Spring 2005
- *Freeman-ASIA Scholarship*, Institute of International Education, 2003. Awarded scholarship to study abroad in Salaya, Thailand, for eight months.
- *International Student Ambassador Scholarship*; Mahidol University International College, Salaya, Thailand. Awarded scholarship for study abroad as UNC's first student to study at Mahidol University.

Related Experience

PROJECT KEALAHOU; HAWAII DEPARTMENT OF HEALTH, CHILD & ADOLESCENT MENTAL HEALTH DIVISION;
Honolulu, Hawaii Aug. 2011 – Sept. 2016

Social Marketing Director

- Responsible for creating, managing and overseeing all marketing and strategic communications functions for federal SAMHSA system of care grant, which empowers Hawaii girls who have experienced trauma to navigate new pathways to hope and healing. Has now transitioned to Oahu's Family Guidance Centers.
- Winner of several national Excellence in Community Communications & Outreach awards for our website, media outreach and public service announcements regarding childhood trauma.

UNIVERSITY OF HAWAII AT MANOA; Honolulu, Hawaii

Jan. 2015 – Present

Lecturer, Adjunct Faculty

- Teach Public Relations Strategies and Tactics to 35+ students per semester within School of Communications.

ERICA YAMAUCHI STRATEGIC COMMUNICATIONS; Honolulu, Hawaii

Feb. 2011 – Present

Principal and Consultant

- Major projects include social media marketing and content management, communications research, internal communications and strategic communications planning for **Maui Memorial Hospital** in Wailuku, and copywriting a community relations report for **Haseko**, a prominent Hawaii real estate developer.

BECKER COMMUNICATIONS; Honolulu, Hawaii

Aug. 2010 – Feb. 2011

Account Executive

- Projects included community relations, crisis communications and strategic communication services for clients including **Hawaii Medical Center** and the **Hawaii Department of Transportation**.

SMART MOM PROJECT, UNC-Chapel Hill School of Medicine; Chapel Hill, N.C.

May – Aug. 2009

Project Manager and Producer

- Wrote, managed and produced pilot mobile video series about parenting skills targeted at teenage mothers to prevent child abuse led by child abuse expert and researcher Adam Zolotor, MD, MPH.

CAPSTRAT; Raleigh, N.C.

Jan. 2005 – July 2008

Account Executive (formerly Project Coordinator and Intern)

- Clients included **Blue Cross and Blue Shield of North Carolina**, the state's largest health insurer; **UNC Health Care**, one of the nation's leading academic health care systems; **Land for Tomorrow**, a statewide environmental coalition urging the N.C. General Assembly to provide increased funding for land and water conservation; and **Partnership for North Carolina's Future**, a diverse coalition of advocates with a shared concern that the state is not making investments to keep pace with rapid population growth.
- Developed and implemented social marketing, issue advocacy, public relations, media relations, public affairs, government relations and other communications strategies and tactics.

U.S. DEPARTMENT OF DEFENSE, THE PENTAGON; Arlington, Va.

June – August 2004

Intern, Office of the Assistant Secretary of Defense for Public Affairs

- Wrote and edited communications materials; researched and responded to media queries from national and foreign outlets; assisted in international press briefings and interviews of senior defense officials.

Research & Conference Presentations

CHILDREN'S MENTAL HEALTH POLICY CONFERENCE

March 2014

Project Kealahou: Building Community Capacity to Enhance & Sustain Hawai'i's System of Care

- Paper presentation outlining Project Kealahou's strategies to diversify funding and create sustainability of trauma-informed, gender-responsive mental health services for Hawaii girls.

MASTER'S THESIS RESEARCH STUDY

Aug. 2008 – April 2010

LoveLife, MYMsta and Mizz B: Evaluating a Mobile Phone-Based Social Network Developed to Prevent HIV Among Youth in South Africa

- Mixed-method study, including focus groups conducted in four locations throughout South Africa, about MYMsta, a mobile-based, social network created to prevent HIV/AIDS among young South Africans.

SEX.:TECH

Feb. 2010

Panel Presentation: Bridging the Digital Divide with Urban Youth

- Presentation title: "MYMsta: Using Mobile Social Networking in HIV Prevention." Presented preliminary data and analysis from my thesis at conference focused on tech and media to promote teen sexual health.

NATIONAL COMMUNICATION ASSOCIATION

Nov. 2005

Poster Presentation

- Presented paper based on experimental research project and paper co-written with my research partner. Poster and paper title: "Fear Appeals in Anti-Smoking PSAs: Exploring the Differences between American and Australian PSAs."

Relevant Volunteerism & Public Service

- HAWAII CHILDREN'S ACTION NETWORK; Honolulu, Hawaii April 2017 – Present
External Affairs Committee, Board of Directors
- PUBLIC RELATIONS SOCIETY OF AMERICA – HAWAII CHAPTER; Honolulu, Hawaii Jan. 2011 – Present
Immediate Past President, Board of Directors
- JUNIOR LEAGUE OF HONOLULU; Honolulu, Hawaii Jan. 2013 – Present
Public Affairs & Impact Committees
- ENVISION HAWAII; Honolulu, Hawaii Feb. 2011 – Feb. 2014
Chair of Communications Committee, Board of Directors