

Lei Hookano

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leihookano.com

AREAS OF EXPERTISE

Communication Strategy
Project Management
Athlete Branding
Event Planning & Takeovers
Relationship Building
Fostering New Talent
Product Scripting & Placement

SKILLS

Microsoft Suite
Google Suite
Adobe Suite
Full Circle
Keynote
Asana Task Management

WORK EXPERIENCE

Business and Marketing professional with 5+ years hands-on experience at industry leading action sports brands. Results-oriented individual specializing in Athlete Services and Brand Communication. Strengthens brand position through experiential marketing and athlete/ambassador endorsement. Focused on solving for internal business solutions which bridge the gap between influencer/athlete marketing and product development in order to drive sales. Proven combination of multi-tasking abilities, operational skills, and proficiency to develop and execute multiple projects at one time. Always dedicated to facilitating cohesive team dynamics.

Nike, Inc. (Hurley) · California

Marketing Operations · February 2014 - January 2020

Piloted product programs and provided support for what has come to be known as “The best surf team in history”. Maintained internal systems to make that team run smoothly. Proven success in athlete and influencer driven projects.

Sports Marketing

Delivered annual product scripting plans for top tier athletes for all 11 stops of the World Surf League Championship Tour. Systematized quarterly product drops to a roster of 150 athletes across 15 countries and processed order requests for influencer outreach. Communicated Nike social media strategy to athletes and monitored progress on athlete channels. Maintained partnership with global marketing team across 5 geographic regions (EMEA, APAC, N. AMERICA, S. AMERICA, AUS) by communicating athlete projects and athlete endorsed styles. Planned and worked cross functionally to execute product and marketing material creation of athlete world title campaigns. Saved \$10K each quarter through development of influencer sample repurposing program.

Brand Marketing

Coordinated premieres and product seeding for the motion picture release of award winning film “View From A Blue Moon”. Oversaw planning and \$1.5 million budget of the 2017 Hurley Pro event. Lead women influencer event which obtained a combined reach of 9M on Instagram and doubled total amount of followers on Hurley Women’s Instagram account over 3 days. Event also lead to the publication of Hurley swim as as the “best bikini ever for women who surf” on Forbes Online. Managed the International Olympic Committee’s surfboard art commission for implementation in the 2016 Nike Olympic House. One was signed by US team and gifted to President Obama. Managed community Brand partnerships such as annual campus tour and brand presentation to LEAD HB Academy - the Huntington Beach Police Department youth summer mentorship program. Vetted vendors and agencies for athlete media projects.

Event Marketing Coordinator · September 2013 - February 2014

Facilitated athlete gifting and athlete locker rooms for 60 of surfing’s top male and female athletes as well as uniforms and catering for 300 event staff at the 2013 and 2014 Hurley Pro events.

OTHER EXPERIENCE

Moore Aloha Foundation · Volunteer · Hawaii · January 2019 - Present

What Youth Media · Intern · California · June 2013 - April 2015

Assisted editors in administrative tasks and those tasks imperative to generating online content as well as content for the publication’s next issues. Over 5 issues, tasks included premiere and event planning, interview transcription, article editing, and market research and order shipping and receiving.