

# Donnamarie Taake

Strategist

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## Education

**Master of Business  
Administration in Strategic  
Management at University of  
Hawaii at Manoa, Honolulu,  
HI**

Aug 2013 - May 2018

Relevant Coursework: Strategic  
Management, Business  
Analytics, Marketing Strategy,  
Financial Management,  
Operations Management,  
Organizational Behavior,  
Managerial Economics,  
Competitive Strategy,  
Leadership and Change  
Management, Business Ethics,  
and Entrepreneurship.

## Links

[linkedin.com/in/donnamarietaake](https://www.linkedin.com/in/donnamarietaake)

## Skills

Forecasting

Scenario Planning

SWOT Analysis

Game Theory

Competitive Intelligence

Decision Modeling

Risk Management

## Languages

English

## Profile

Results-driven Strategist with 5 years of experience in developing and implementing innovative business strategies to drive growth and competitive advantage. Proven track record of analyzing market trends, identifying opportunities, and executing data-driven solutions. Adept at collaborating with cross-functional teams, fostering stakeholder relationships, and driving change. Strong communication, analytical, and critical thinking skills, combined with a passion for continuous improvement and success.

## Employment History

**Senior Strategist at Hawaii Strategist LLC, HI**

Mar 2023 - Present

- Led the development and implementation of a comprehensive marketing strategy for a major client in the tourism industry, resulting in a 25% increase in annual revenue and a 15% growth in their customer base within two years.
- Successfully identified and secured three new high-value clients for Hawaii Strategist LLC, contributing to a 35% increase in overall company revenue and expanding the company's portfolio into previously untapped industries.
- Spearheaded a multi-channel digital campaign for a local non-profit organization, generating over \$500,000 in donations within six months and significantly raising awareness for their cause both locally and nationally.

**Junior Strategist at Pacific Strategies & Assessments Hawaii, HI**

Jul 2018 - Feb 2023

- Successfully increased client retention rate by 25% within the first year, through the development and implementation of targeted communication strategies that addressed clients' specific needs and expectations.
- Conducted comprehensive market research and analysis for a major client, identifying new growth opportunities and contributing to a 15% increase in their annual revenue.
- Developed and executed a strategic plan for a new product launch, resulting in a 10% market share gain within the first six months and exceeding initial sales projections by 20%.

## Certificates

**Association for Strategic Planning (ASP) Certification**

Dec 2021

**Balanced Scorecard Professional (BSP) Certification**

Aug 2020

## Memberships

**Association for Strategic Planning (ASP)**