



# PAMELA HOKE

BRAND DIRECTOR | NATURE ARTIST & AUTHOR

## PROFILE

Expert **strategic conceptual creative partner** with proven leadership in fluidly **bridging divides between data/tech and ideation**, balancing **fiscal, social and environmental responsibility**. Natural ability to guide others into a sense of **clarity, alignment, and confidence amidst ambiguous, transitional spaces of uncertainty or conflict**. Offering a unique blend of experience in **creative development and implementing transformative strategies** informed by a life career balanced in scholarly research and an entrepreneurial, creative and natural world mindset. Dedicated to exemplary collaborative leadership aligned with deep commitment to **climate, social justice, and sustainable solutions**. A legacy fueled by fascination of sharing the **process of discovery** and **developing custom frameworks** that lead to solid **solution-based strategies and implementation** backed by **comprehensive data collection**, a broad lens of **situational assessment** and **strategic mapping** resulting in authentic, **effective communications** for humanity's most pressing issues.

## CONTACT

### Address

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### Phone

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### Email

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### Websites

naturalbrandstudios.com  
pamelahoke.com

## EXPERIENCE

- 2001 - Present **Chief Brand Officer, Founder**  
*Natural Brand Studios, SPC (formerly inVision Brands/pH Creatives)*  
Conceptual brand design, strategic communication and project management services for over a hundred entrepreneurial start-ups, retail product launches and promotions, non-profit awareness and fundraising campaigns, community-centered advocacy programs, real estate, hospitality, healthcare, and environmental industries. Current focus is adaptive climate, sustainability, and equity communications.
- 1991 - Present **Fine Art Painter, Storyteller, Creative Writer**  
*Pamela Hoke Art*  
Life-career expressionist painter communicating nature's sensory language, Art community leader and workshop facilitator. Passionate advocate for Climate Policy, Social Justice, Equity and balanced solutions for humanity's next frontier. Researcher and Author of *Natural Self Discovery* (2nd edition launch March 2024)

## TALENTS & KEY COMPETENCIES

- Adaptive & Collaborative Leadership
- Experiential & Engagement Marketing
- Self-Awareness & Values Integrity
- Environmental & Social Justice Campaign Strategy
- Executive Communications & Presentation
- Shareholder/Stakeholder/Team Alignment
- Development, Fundraising & Event Management
- Budgeting, Planning, Project Management
- Risk/Benefit, Economic & Policy Analysis
- Creative Competency & Confidence Building
- Strategic Thinking/Visionary/Innovator
- Adaptive Climate Communication Strategies
- Conceptual Design & Direction, Product & Services
- ESG, Circular Economy & Nature-based Strategy
- Brand Image Crisis Response Management
- Brand Architecture/Visionary Launches
- B2B/B2C Marketing Trend & KPI Strategy
- Grants & Partner Acquisition/Growth
- Strategic Negotiation/Conflict Resolution
- Research-based Decision-Making

## SKILLS & EXPERTISE

- |                    |  |                                    |  |
|--------------------|--|------------------------------------|--|
| • Illustrator      |  | • Conceptual Brand Design          |  |
| • inDesign         |  | • Planning/Budgeting               |  |
| • Photoshop        |  | • Entrepreneurship                 |  |
| • Web/HTML/CMS     |  | • Drawing, Painting, Illustration  |  |
| • Premiere Pro     |  | • Creative Writing/Storytelling    |  |
| • Office 365       |  | • Public Relations/Speaking        |  |
| • CRM Software     |  | • Creative Competencies Influencer |  |
| • Excel/Quickbooks |  | • Team Motivation/Alignment        |  |

## EDUCATION

- 2022-2024 **Executive Master of Public Administration**  
University of Washington | Evan's School of Public Policy & Governance | Seattle, WA
- 1986-1991 **Bachelor of Fine Arts | Painting, w/Marketing & Journalism**  
The Ohio State University | Columbus, OH



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## SOCIAL

### LinkedIn

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

[linkedin.com/naturalbrandstudios](https://www.linkedin.com/company/naturalbrandstudios)

### Instagram

[@pamelahokeart](https://www.instagram.com/pamelahokeart)

### Facebook

[facebook.com/pamelahoke](https://www.facebook.com/pamelahoke)

## PHILANTHROPY

### Friends of Lime Kiln Society

Board Member, Public Relations,  
Centennial Committee 2018-2020

### San Juan Island Museum of Art

Volunteer Exhibit Transitions, Art  
Workshop Facilitation 2016-2023

### San Juan Community Theatre

Volunteer, Member, Art Exhibitions,  
Projectionist 2018-present

### Soroptimist Int'l of Stuart

Board Member, Public Relations  
Chair 2005-2011, Chair Women of  
Distinction Fundraising Event 2007

### Arts Council of Martin County

ArtFest Volunteer, 2003-2014  
Art Workshop Facilitator  
Artist Lead Gala Live Art

### Alzheimer's Community Care

Volunteer, Advisory Board 2007-  
2010, Fundraising Event Chair 2008

### Loggerhead Marinelife Center

Volunteer, Turtle Portrait Artist,  
TurtleFest Artist Row 2010-2014

### Treasure Coast Wildlife Center

Volunteer Wildlife Care, Wildlife  
Portrait Artist 2010-2014

## EXPERIENCE CONTINUED

2017-2019

### Interim Development Officer

*San Juan Community Theatre*

Aligned with new Executive Director's vision for a smooth leadership transition, built trust with long established board, donors, staff and volunteer base amidst proposed major changes to the primary fundraiser. Through strategic planning, fluid event management, and effective marketing plan, exceeded fundraising goal by 20%, and increased top tier donor base by 30%.

2008-2013

### Consulting Creative Director

*Pt. Salerno Community Transition Projects*

Consulted County Commissioner and Owner of revitalized Fish House with strategic solutions for Pt. Salerno Community Promotions, The Fish House Art Center, and Pt. Salerno Seafood Festival Committee to help re-align community after impacts to 4th generation fishing families after netting ban, with strategic event planning and multi-cultural communications. Festival attendance: 5,000 to 50,000 in 3 years.

2006-2010

### Consulting Creative Director

*BB Jones Communications*

Partnered with founder of local premier public relations agency to expand client services by establishing brand identity and strategic marketing department. The creative services department led to a 300% revenue increase in the first year, with multiple successful public image crisis communications, and winning 6 Local ADDY awards.

2001-2005

### Consulting Art Director

*UFarm It, My Homeowners Management Club*

Served as Consulting Art Director for both Real Estate marketing SaaS companies, creating an entire library of over 100 real estate postcard designs, and expanded client base and revenue through offering personalized brand identity packages that co-branded with brokerage brands.

1996-2001

### Graphic Design and Art Teacher

*Martin County School District*

After 1 year teaching business keyboarding at Murray Middle School, worked directly with Principal and Assistant Principal to design a more inclusive and comprehensive art program for Martin County High School, 9th-12th grades, that met and exceeded state standards. Created a program which led to several grants and a 15% average increase in GPA of at-risk students in the program.

1992-1996

### Presentation Specialist/Product Development Consultant

*Victoria's Secret Stores*

After serving as lead artist for wallpaper projects for VSS and Bath&Body Works with consulting mural company, was later invited to assist the Fashion Officer and Product Development Team to create Executive Office presentations with samples for following year product line, the presentations which were approved led to significant increase in VSS revenues.

## AWARDS | CAREER HIGHLIGHTS

Adolf & Ester Gottlieb Foundation Artist Grant 2015 | Haven Foundation Artist Grant 2015  
Retailing Artist in Residence, 85 Front St, Friday Harbor Summer 2013, 2014 | Winning  
Kickstarter Campaign for Natural Self Discovery 2010 | Nature Project Grant with Treasure  
Coast Wildlife Center, FL 2011 | Martin Arts Plein Air w/over 600 local students 2010-12  
Soroptimist of Stuart Woman of Distinction Business Nominee 2011