

KRYSTA HIGUCHI

Marketing & communication professional



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Monterey, CA



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EDUCATION

Master of Environmental Science

Oregon State University

Currently pursuing, expected graduation fall 2025

BA Communications, Public Relations

California State University, Fullerton
2017

SKILLS

- Content strategy & storytelling
- Social media management
- Video & digital content creations
- Editorial & copywriting
- Project management
- Collaboration & cross-team coordination
- Public relations and communication

REFERENCES

Upon request

About Me

Creative and strategic storyteller with a passion for conservation and audience engagement. I lead a team that creates compelling digital content across social media, web, email, and video to inspire action and connection with audiences. With a strong background in marketing, content strategy, and environmental science, I blend data-driven insights with creativity to produce high-impact campaigns.

My work has driven millions of impressions, strengthened brand storytelling, and positioned me as a go-to expert for content development within my organization. Whether leading creative projects, refining messaging, or collaborating across teams, I thrive in fast-paced environments where strategy meets storytelling.

WORK EXPERIENCE

Monterey Bay Aquarium

Dec 2024 – present

Content Lead

- Drive content narrative & guide team to create impactful, multi-platform content that aligns with Aquarium's strategic goals & brand reputation.
- Work with stakeholders across the Aquarium to align content priorities, streamline workflows, and ensure seamless project execution.

March 2023 – Nov 2024

Senior Content Creator

- Develop content that educates, entertains, and delights audiences across the Aquarium's owned channels, from ideation to asset creation and project management.
- Collaborate across departments for content projects aligning with institutional goals.

Freelance consult/Change Chemistry

May 2022 – March 2023

- Worked with multiple organizations, assisting in all marketing & public relations needs including large gala events, social media, crisis management, media relations/strategy and marketing relations.

Pacific Marine Mammal Center

June 2009 – May 2022

Public and Community Relations Manager

- Lead PR, media communications, filming, managed all social media, photo and video content; and executes website updates and e-commerce functions.
- Organized the annual gala, increasing revenue by over 300%; planned multimillion-dollar fundraising events and campaigns; stewards local and international corporate and conservation partnerships.
- Shift lead for animal care, rescue, response, and release; PIO lead for whale entanglement response team; senior Oiled Wildlife Specialist for OWCN; and founding member of DEI Committee to promote inclusive policies.