



## Shay Huff

### Assistant Marketing Coordinator & Community Outreach Specialist

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#### PROFILE

**Shay Huff** joined Triangle in 2015 and has played an integral role on both the Administration Team and currently serves as Assistant Marketing Coordinator and Community Outreach Specialist. Shay has been integral to the development and implementation of Triangle's marketing strategies and she is dedicated to leading Triangle's partnerships with community based organizations on projects. She has a strong desire to create a more diverse workplace and community. She is enthusiastic about building and maintaining meaningful relationships that promote trust and unity and allow community members to feel safe sharing their perspectives. Shay's marketing insights and her commitment to diversity and equity in Triangle's projects and workplace are a huge asset to the team.

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#### EXPERTISE

- Marketing Research
- Workshop Design & Facilitation
- Copy Editing
- Proposal Writing
- Social Media
- Community Outreach
- Public Involvement
- Event Planning
- Professional and Personal Development Coaching
- Website Design & Management
- Meeting Logistics
- Calendar Management
- Travel Logistics
- Note-Taking

#### TRAINING & CERTIFICATIONS

- Certificate in Managing Emotions Under Pressure, 2017
- Certificate in Grant Writing, 2017
- Certified Career Coach, 2017

#### SHAY'S PROJECT EXPERIENCE

##### ***Triangle Community Outreach Specialist, 2018-Ongoing:***

- Meets with community-based organizations to solicit feedback on how Triangle can better involve small, community-based organizations and nonprofits in decision-making processes.
- Advises and provides input on promoting diversity, equity and inclusion both within and outside Triangle.
- Actively participates in solution-driven discussions to ensure fair and equitable government processes where all participants feel welcome and heard.

##### ***Triangle Assistant Marketing Coordinator, 2015-Ongoing:***

- Conducts marketing research.
- Serves as a point of contact for project inquiries and opportunities.
- Supports Triangle's Marketing Coordinator in internal marketing planning, activities and team meetings.
- Manages rosters and on-call contracts.
- Leads development of Triangle marketing materials.
- Manages social media and networking activities.
- Leads copy editing for all marketing materials.
- Leads and supports the development of project proposals.

##### ***Warmhouse Beach Superfund Site, 2016-Ongoing:***

- Assists with drafting of a Community Involvement Plan (CIP).
- Assists with planning and executing outreach events in Neah Bay, WA.
- Executes note-taking duties, writes meeting agendas and drafts meeting summaries.
- Performs community outreach and leads community engagement.
- Interviews community members for the purposes of gathering feedback on a draft CIP.
- Reviews and transcribes community interview documents.
- Coordinates lodging and travel logistics.
- Works with EPA in strategizing and planning outreach efforts.
- Drafts outreach materials as requested by EPA.

## CONTACT



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## SHAY'S PROJECT EXPERIENCE, continued

### ***Portland Harbor Superfund Site, 2016-Ongoing:***

- Coordinates staff travel and meeting logistics.
- Drafts, copy edits and prints meeting documents.
- Greets and provides clear instructions and directions to the public.
- Assists with presentations, Q&A sessions, community member sign-in, organization of meeting space and materials on an as-needed basis.
- Drafts project reports and summaries.
- Assists with strategic planning for community outreach events in Portland, OR.

### ***King County Regional Transportation System Initiative, 2016-Ongoing:***

- Drafts, copy edits and provides input on meeting agendas.
- Assists with meeting materials, note taking and scheduling.
- Copy edits and drafts post-meeting summaries.
- Provides strategic support for the Technical Committee and Elected Officials Committee meetings.

### ***King County Wastewater Treatment Division Strategic Plan, 2016-Ongoing:***

- Records and transcribes meeting minutes.
- Provides strategic and administrative support for the overall project.
- Assists with document and product drafting, including meeting summaries and the written plan itself.

### ***West Central Local Integrating Organization, 2016:***

- Manages website design and updates.
- Coordinates meeting locations and logistics.
- Drafts quarterly LIO newsletters.
- Co-organized and hosted a successful Recovery Plan funding forum in December 2016.

### ***Kitsap Regional Coordinating Council, 2015-2017:***

- Managed website archives for KRCC and PSRC.
- Posted Executive Board meeting announcements.
- Managed and updated meeting agenda archives.
- Processed travel reimbursements.
- Supported project development.
- Coordinated meeting and travel logistics.

## SHAY'S ADDITIONAL WORK EXPERIENCE

***WEM Consulting, Owner | Women's Personal & Professional Development Coach | Yoga Instructor | Workshop Facilitator***

### ***One-On-One Women's Empowerment Coaching, 2017-Ongoing:***

In one-on-one coaching sessions, each woman is encouraged to explore her depths. We do not focus so much on where she has been, but where she is and where she is headed. We work on goal setting, accountability, self-esteem building and integrity. While those are the basic principles of my coaching, each session is client driven. As an empowerment coach, I:

- Facilitate open and honest conversations.
- Keep clients accountable as they create and implement solutions.
- Focus on the client's present state and future success.
- Support clients as they move towards their goals.
- Hold clients accountable for resourcefulness and creativity.
- Help clients identify and draw out their naturally born talents and embrace who they are.

## SHAY'S ADDITIONAL WORK EXPERIENCE CONTINUED

### ***Group Women's Empowerment Coaching Workshops, 2016-Ongoing:***

These workshops are centered on self-care, self-discovery, defining success and perfectionism. We work off the basic concept that in order to be of service to others, we must first ensure that our own cups are full. Essentially, these workshops are about taking care of home. WEM workshop attendees leave having established new relationships with women on a similar path as them and having gained clarity and confidence about next steps in their lives. WEM Consulting women's group empowerment workshops provide:

- An opportunity to build relationships with women on a similar path of growth and personal development.
- A safe space to be vulnerable as they explore self-worth, self-love and self-care.
- An opportunity to address the mindset of "terminal uniqueness".
- Powerful questioning sessions designed to call out their unique strengths, build confidence and identify blind spots that may be holding them back from living a happier life.