

## Curriculum Vitae

### KIMI WEI

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#### PROFESSIONAL HISTORY

- 1985 - PRESENT **The Wei**, CEO/CIO / Fair Lawn, NJ  
Multicultural community and business communications and sustainability development firm serving urban NGOs, public agencies and entrepreneurs as a consultant and provider of back office, business evolution, communication services and sustainability practice implementation, including:
- Brand and logo development, copywriting, media and social relations, SEO; print materials
  - Web standards compliant websites, video, technology solutions and green web hosting
  - Localization, language translation and multicultural marketing support
  - Government contract procurement assistance
  - Cost-saving green and sustainable implementation support services
- 1984 - 1986 **Private Consultant** for advertising professionals and fine artists in metro New York  
Career development consultant for illustrators, graphic designers, fine artists
- 1983 - 1984 **Fortune Cookie Corp.**, Manager & Head Chef / Tel Aviv, Israel  
Chinese food take-out restaurant, Asian foods importer and retail grocery outlet
- 1979 - 1983 **Busy Beaver Gopher Cleaning Service, Inc.**, President / Englewood, NJ  
Cleaning contractor for homes, post-construction projects and non-hazardous disasters
- 1975 - 1998 **Interpreter & Translator** for attorneys, business owners and courts of law

#### EDUCATION

Cloud Institute New Jersey Learns Fellow, Class 2011  
Rutgers New Jersey Environmental Steward, Class of 2011  
Urban Entrepreneur's Development Institute, Graduate, Newark NJ 2009  
Entrepreneurial Training Institute of NJEDA, Newark NJ 2000  
Rutgers University, New Brunswick NJ, coursework  
Barnard College, New York City, NY 1975 - 1976

#### SCHOLARSHIPS

Take Back the American Dream; National Conference on Media Reform; Bernard Dubnick Scholarship

#### SPECIAL

Honored by Latinos Unidos and Club Colombia as Outstanding Woman of Bergen County; White House Urban Entrepreneur Summit and White House Latino Community Summit Participant

#### SPEAKING

US Small Business Administration (SBA) speaker on e-business, and business startup in Spanish. Entrepreneurship for young adults. Environment, Fair Trade and Social Justice topics.

#### LANGUAGES

Fluent Spanish, English, Portuguese, Conversational Hebrew, Chinese; some French, Italian

#### COMMUNITY ENGAGEMENT

##### CURRENT

Green Drinks of Newark and of Paterson/Clifton, Host  
Morris County Hispanic-American Chamber of Commerce,  
Media Relations Director  
Latino-American Democratic Association (LADA), Secretary  
Bo Hua Chinese School, Publicity and Fundraising Chair  
Latinos in Science and Technology, Member  
New Jersey Environmental Justice Alliance, Member  
Partners of Englewood Environmental Commission, Partner  
NAACP Bergen County Chapter, Webmaster  
Kokokidz Youth Peer Development Group, Advisor  
Advance Housing Inc., Trustee  
4-H of Passaic County NJ, Member Family  
Fair Trade Teaneck Steering Committee Member  
People's Organization for Progress, Member

Bergen County Democratic Party County Committeeperson  
Organizing for America Latino Outreach Coordinator for  
Essex, Passaic, Bergen Counties  
Madres por Obama, Founder and Organizer  
Fair Lawn Green Team, Stormwater Mgmt Committee Chair  
Irvington East Ward Community Garden Advisor

##### OTHER

LADA, Information and Technology Chair  
Jewish Community Center on the Palisades, Member Family  
Urban League for Bergen County, Board Member  
Urban League for Bergen County Credit Union, Secretary  
Volunteer Bureau of Bergen County, Minority Task-Force Member  
Social Service Federation of Englewood, Trustee  
New Jersey United Minority Brain Trust, Founding Member  
United States Green Business Council, NJ Chapter Member