

MICAH CHOCK

Digital Design and Campaign Production

Honolulu, HI | micahchock@gmail.com | linkedin.com/in/micah-chock

Nearly twenty years in design, including nine years at Oahu Publications. My work covers campaign direction, website development, video, print and digital media. I choose the visual approach, build the materials, and track how people respond. I am used to turning client ideas into finished work under short deadlines.

Experience

Oahu Publications Inc

Digital Designer | Honolulu, HI | November 2016 - July 2026

Worked with marketing, events, sales and development teams while personally handling campaign visuals, website builds, digital assets, video production and tracking.

- Built and maintained websites for OPI publications and events, including front-end development, WordPress publishing, site updates and troubleshooting. Work covered the Star-Advertiser, Hawaii Tribune-Herald, West Hawaii Today, The Garden Island and MidWeek.
- Planned the media behind event campaigns and produced social posts, email campaigns, digital ads, print materials and signage. Kept each event's visual direction consistent across the materials.
- Developed a system for measuring posts against their intended purpose, using web analytics, campaign links and registration tracking to compare audience response.

Hawaii Hotel and Restaurant Show 2026

June 17-18, 2026 | Creative direction, website, campaign production and video

- Chose the campaign image and developed a Mediterranean-meets-Hawaii theme with retro graphics, light pastels and an airy feel. Carried the look across Instagram, TikTok, email campaigns and digital ads.
- Designed and built the event website and produced the supporting campaign materials, carrying the same visual direction from the site into the promotion.
- Produced, edited and voiced the 30-second promotional video. Filmed on site and handled live website updates during both show days.

The 2026 show was the largest in its six-year history.

hawaiihotelandrestaurantshow.com

Selected Projects

Oahu Publications | Continued

Hawaii Career Expo 2026

April 29, 2026 | Website, registration flow, campaign production and event coverage

- Built the website, registration flow and campaign landing pages. Produced the surrounding social, email, display advertising and video materials.
- Tracked ticket orders and affiliate registrations to understand campaign response. Filmed 2.5 hours of event coverage and interviewed attendees and employers for recap content.

The event drew a record 2,750 attendees and included 127 booths and 118 employers.

oahupublications.com/lp/hawaiicareerexpo

Hawaii Family and Sports Expo

- Rebuilt the website and refreshed the campaign direction in three days. Created a consistent visual approach for the site, social posts, display ads, email and promotional graphics.

hawaiifamilyandsportsexpo.com

Salz Website

- Designed and built the site in two weeks using React and Tailwind. Brought the codebase in-house and reduced reliance on an outside vendor.

Earlier Experience

Xerox Corporation

Graphic Designer / Account Associate | December 2005 - September 2016

Handled graphic design, production and account support in a client-service environment, working through revisions and deadlines with close attention to production accuracy.

Skills and Tools

Design and campaigns: Visual direction, print and digital design, email, social media, event promotion, GA4 and UTM tracking. Photoshop, Illustrator, InDesign, Canva and Figma.

Web: WordPress, WP Engine, HTML, CSS, JavaScript, React, Vite, Tailwind CSS, GSAP, Bootstrap and Swiper.

Video: Premiere Pro, After Effects and Audition. Interviews, event coverage, promotional video, editing, motion graphics and voiceover.

AI production: Image and video generation, storyboarding, reference management and repeatable prompts for consistent visual assets.

Education

Kapi'olani Community College | Lesley University