

BROOKE TULLY

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KEY SKILLS + COMPETENCIES

- Developing marketing, communication and engagement strategies for increasing audience awareness, shifting perspectives and social norms, and motivating conservation actions and behaviors.
- Designing and conducting analysis of qualitative and quantitative research to understand audiences and identify most relevant behavioral science and communication approaches.
- Crafting strong and clear brand positionings that match the organization's goals with the audience's needs for greatest conservation impact.
- Delivering training workshops on community engagement, communication, and behavior change.
- Leading strategic planning processes to set goals, objectives, and work streams to achieve desired outcomes. Includes guidance on project management processes and monitoring and evaluation of progress and impact.

WORK EXPERIENCE



Behavior Change Marketing Trainer + Consultant, January 2016 - Present

- Helping conservationists around the world design marketing plans that motivate action.
- Offering training workshops, presentations, and short-term consulting services. Client list on next page.

Sr. Director of Social Marketing and Behavioral Science, 2014 - 2016, Environmental Conservation NGO **Philippines Program Director**, 2012-2014

Social Marketing Project Manager, 2009-2012

Director of Marketing, 2007-2008

- Led Social Marketing and Behavioral Science department to evolve Rare's methodology to include latest behavioral science insights and create efficiencies to scale-up reach and impact.
- Responsible for successful implementation of 13 social marketing projects based in the Philippines, in partnership with national and municipal government offices, that increased local fishers' positive attitudes towards (7.6pp to 84%), peer-to-peer discussion of (21.6pp to 70%), and compliance of (8.3pp to 77%) Marine Protected Area (MPA) regulations within a 2-year timeframe.
- Supervised 7 field staff in the Philippines office, developing and expanding the team's internal capacity to assume responsibility of the program and office. Team continues to demonstrate highest level of capacity and results among all of Rare's field offices.
- Designed and taught master's degree level curriculum to conservation partners and provided direct mentoring on conducting qualitative and quantitative research, planning and designing social marketing campaigns, developing outreach plans, and evaluating project impact, resulting in 30 graduates over a 5 year period.
- Directly managed implementation of social marketing projects in Mongolia, Lao PDR, and Thailand through partnerships with Wildlife Conservation Society and World Wildlife Fund that successfully inspired adoption of conservation behaviors and forged strong organizational partnerships.



Account Supervisor, 2004-2007, Advertising Agency, Client: American Express

- Successfully launched new American Express credit card, targeting a new consumer audience segment for the brand, through national TV and print advertising; played a key role in developing the unique product positioning based on qualitative research insights.
- Led outdoor implementation of American Express' US Open sponsorship, resourcefully maximizing a small budget to cover the entire subway station and train leading into the event, which resulted in high media buzz.



Account Executive, 2003-2004, Advertising Agency, Client: British Airways

- Led the national promotion of British Airways' Wimbledon sponsorship, including partnering with Tennis Magazine to host a high-profile, week-long event in NYC's Grand Central Terminal.
- Helped promote British Airways' enhanced business class overnight service, which was one of the first airlines to offer fully flat-bed seats, by writing the creative strategy and product positioning.



Account Executive, 2003-2004, Advertising Agency, Clients: Southern Bell Comms. (SBC), BellSouth, Pfizer

- Developed a new brand strategy for SBC, with the strategic planning team, based on market, qualitative, and quantitative research, giving SBC a stronger voice in the telecommunications market that eventually led to their acquisition of AT&T.
- Introduced the need for greater online promotion of the agency to the executive team and led the agency's online presence and creative award show submissions.



EDUCATION



North Carolina State University, Raleigh, NC
 1996-2000
 B.S. Business Administration, Marketing
 Magna Cum Laude

CONSULTANCIES

Time Period	Organization	Description of Work
March 2018	Environmental Leadership Program	Co-facilitated week long training program for Doris Duke alumni fellows. Delivered sessions on creating conservation movements and branding.
Feb 2018	Cummings School of Veterinary Medicine at Tufts University	Guest lectured a three-hour class for Human Dimensions in Conservation course, focused on understanding human behavior and how to motivate conservation action.
April 2017 - April 2018	DiMassimo Goldstein	Lead brand strategist for the Bronx Zoo, which includes developing creative briefs and conducting primary audience research to define the brand's key attributes. Served as part of core pitch team that won the WCS Bronx Zoo account.
Jan 2017 - March 2018	PCI Media Impact	Lead author for an illegal trade in wildlife communication handbook, to be used by the UN Environment for international wildlife trafficking efforts.
Feb - Oct 2017	Conservation Leadership Programme	Designed and delivered a three-day workshop for 21 fellows on motivating audiences to adopt more sustainable behaviors for July 2017 Conservation Leadership Programme.
Aug - Dec 2016	Wildlife Conservation Society's Master's program	Co-designed three-month long social marketing project for Fall 2016 of the WCS Master's program. Included developing curriculum, assignments, rubrics, and lesson plans.

DONOR EXPERIENCE

- **USAID.** Made key contributions to cooperative agreement proposal, securing \$1.5M in funding for Rare Philippines program. Co-managed relationship with USAID with a focus on program reporting. Helped host site visit for US Ambassador to the Philippines with USAID team. 2012 - 2014.
- **Bloomberg Philanthropies.** Managed programmatic updates to donor on a weekly and quarterly basis. Hosted site visit for Bloomberg Philanthropies staff to experience in-field work in the Philippines. Designed and led panel discussion with two municipal Mayors and two Conservation Fellows from the Philippines at the Bloomberg Philanthropies NY office. 2012 - 2014.
- **Asia Development Bank (ADB).** Collaborated on community development and social marketing project with WWF-Mongolia. 2009 - 2010.
- **Patagonia World Trout Initiative.** Successfully received two continuation grants in support of the WWF-Mongolia social marketing project totaling \$19,000 in financial support including match funding. 2011 and 2015.

PUBLICATIONS

- "Changing wild meat consumption: an experiment in the central Amazon, Brazil", [Conservation Letters](#) (2017).
- "Combining social marketing with improved law enforcement to conserve tigers and their prey in Nam Et Phou Louey National Protected Area, Lao PDR." [Conservation Evidence](#) (2013).

PRESENTATIONS

- "Getting ahead of Global Trends", self-hosted [webinar](#) (192 people registered), 27 June 2018
- "Messages that Motivate", [webinar](#) for International Social Marketing Association, 28 March 2018
- "Creating a Conservation Movement", [webinar](#) for Conservation Psychology Institute, 20 March 2018
- "How to balance motivation and enforcement when reducing illegal activity", [webinar](#) for Changing Demands series, 16 August 2017.

PROFESSIONAL ASSOCIATIONS

- **Social Marketing Association of North America (SMANA).** Board member since 2016.
- **Conservation Marketing & Engagement, a Working Group of the Society for Conservation Biology (SCB).** Treasurer since 2016.
- **TRAFFIC's Wildlife Consumer Behaviour Change Toolkit.** Expert Advisory panel member since 2016.

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