

## KEY SKILLS + COMPETENCIES

- In-depth knowledge of human behavior and key motivators needed to drive action and change.
- Expert ability to apply behavioral insights towards communication and outreach strategies that result in effective, efficient and impactful behavior change campaigns.
- Adept at analyzing and interpreting research results to glean relevant insights that contribute to a more informed strategy development process.
- Detailed understanding of the global consumer trends impacting corporate, nonprofit & government sectors along with the latest innovations disrupting sustainability norms.
- Experienced in applying adult-centered training methodologies to in-person and online trainings so they are engaging and effective at building capacity.
- Strategic and creative problem-solving that's not divorced from implementation realities.

## WORK EXPERIENCE



### **Trainer + Consultant: Behavior Change for Conservation**, January 2016 - Present

- Building capacity of global conservationists to design communication strategies + plans that motivate action.
- Offer training workshops, online courses, and consulting services. Project & client list on next page.

### **Sr. Director of Social Marketing & Behavioral Science**, 2014 - 2016, Conservation NGO

#### **Philippines Program Director**, 2012-2014

#### **Social Marketing Project Manager**, 2009-2012

#### **Director of Marketing**, 2007-2008

- Led Social Marketing & Behavioral Science department to evolve Rare's methodology to include latest behavioral science insights and create efficiencies to scale impact; developed the initial BE.Center strategy.
- Responsible for successful implementation of 13 social marketing projects 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, 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.



## TRAINING WORKSHOPS & COURSES

Organization	Description of Work	Time Period
Brooke Tully (self)	Designed and led a seven-week live, online course on designing communication and outreach plans to motivate conservation action. Course has a combined enrollment of 105 conservationists, including individuals from WCS, Defenders of Wildlife, Rainforest Alliance, WWF, TRAFFIC, IFAW, Shedd Aquarium, and Nat Geo's <i>Changing Planets</i> grants program.	Jan - Feb 2019 & Oct - Nov 2019
NOAA Fisheries	Delivered a three-day training workshop for 40 participants on developing more effective behavior change communication and outreach programs, specific to the Seal Stranding network.	Oct 2019
Missouri Recycling Association	Delivered a half-day training workshop for 30 participants on motivating environmental behaviors at the 2019 Missouri Recycling Association Conference. Attendees included corporate sustainability officers from Nestle Purina and Toyota.	Sept 2019
Society for Conservation Biology (SCB)	Co-taught a two-day workshop on applying social science theories to conservation issues at NACCB conference (July '18) and led a half-day workshop on aligning conservation messages with audience insights at Conservation Marketing congress (Oct '18).	July & Oct 2018

## CONSULTANCIES

Organization	Description of Work	Time Period
International Fund for Animal Welfare (IFAW)	Conducting market and quantitative research on exotic pet ownership to develop strategy for curbing illegal pet trade.	May 2019 - Present
Internet of Elephants	Short-term consultant on behavior change and communication strategies that bridge corporate goals and conservation aims. Projects include: Chantecaille's <i>Vanishing Species</i> makeup collection and Adidas' Runtastic <i>Run: Wild</i> challenge	June 2019 - Present
Whale and Dolphin Conservation N.A.	Conservation marketing consultant focused on building community support and motivating conservation actions for North Atlantic Right Whales.	March 2019 - Present
TRAFFIC	Expert advisor on developing campaign strategies to curb demand for ivory products in China.	Aug 2018 - Present
DiMassimo Goldstein (ad agency)	Lead brand strategist for Bronx Zoo account. Conducted audience research to define the brand's key attributes and developed creative briefs for signature events. Was a member of the core pitch team that won the WCS Bronx Zoo account.	April 2017 - April 2018

## 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. Hosted site visit for US Ambassador to the Philippines with USAID team. 2012 - 2014.
- **Bloomberg Philanthropies.** Managed programmatic updates to donor on a weekly basis. Hosted site visit for Bloomberg Philanthropies' staff to review field work in the Philippines. Designed and led panel discussion with municipal Mayors and Fellows from the Philippines at Bloomberg Philanthropies' NY office. 2012 - 2014.
- **Asia Development Bank (ADB).** Collaborated on community development 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.

## SPEAKING ENGAGEMENTS

- Guest trainer on communication strategies for the Youth For our Planet series, hosted by WWF-UK and RSPB, 20 Nov 2019
- Guest trainer for Primate Education Network's online course in designing conservation programs, 08 May 2019
- "Messages that Motivate", [webinar](#) for International Social Marketing Association, 28 March 2018
- "Creating a Conservation Movement", [webinar](#) for Conservation Psychology Institute, 20 March 2018

## PUBLICATIONS

- Chapter on "Conservation marketing as a tool to promote human-wildlife coexistence", Book: [Human-Wildlife Interactions](#) (2019).
- "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).

## PROFESSIONAL ASSOCIATIONS

- Conservation Marketing & Engagement, a Working Group of the Society for Conservation Biology (SCB). *President 2019.*
- Social Marketing Association of North America (SMANA). *Board member 2016 - 2018.*