

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 interpreting qualitative and quantitative research results to glean relevant insights that contribute to more informed behavior change and creative communication strategies.
- 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



Capacity Builder + 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.
- Coached and co-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, 2000-2003, 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, LLC	Designed an 8-week live, online course on designing communication and outreach plans to motivate conservation action. Course has been delivered 4 times for a combined enrollment of 180 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.	June - Aug 2021; Sep - Oct 2020; Oct - Nov 2019; Jan - Feb 2019
Maine Sea-Run Fish Network	Developed a tailored program of capacity building and thematic working sessions to support multiple organizations (NGO, Gov't, Indigenous Nations, etc.) working together to address a series of challenges impacting the health and restoration of sea-run fish populations throughout Maine.	May - September, 2021
NOAA Fisheries	1. Ran a half-day workshop for five departments within NOAA Fisheries, followed by individual working sessions with each team to address specific behavior change challenges. 2. Delivered a three-day training workshop for Seal Stranding network participants on developing outreach programs for sustainable wildlife viewing. Conducted online follow-up trainings in 2020.	Aug 2020 July 2020 & Oct 2019
Whale & Dolphin Conservation	Delivered a full-day, online workshop for multiple NGOs working to protect North Atlantic Right Whales to develop more effective messaging targeting politicians and supporters.	July 2020

CONSULTANCIES

Organization	Description of Work	Time Period
Keeping Forests	Developed a messaging playbook to be used by Keeping Forests "Champions & Leaders" to promote the value and importance of supporting privately-held forested land and its landowners in Southeast USA across multiple communication channels.	June - Aug 2021
Sustainable Wildlife Management (SWM) Programme	Worked closely with SWM's regional and central teams to develop an internal guide for designing, planning, and implementing three (3) behavior change strategies for achieving sustainable consumption of wild animal-based food among rural communities residing at program sites.	Jan - May 2021
WWF Greater Mekong	Developing behavior change strategies to reduce impromptu ivory purchases by tourists.	July 2020- present
Internet of Elephants	Provided short-term consultancies on behavior change communication strategies to 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 - Dec 2019
Whale and Dolphin Conservation N.A.	Conservation marketing consulting focused on building community support and motivating conservation actions for North Atlantic Right Whales.	March 2019 - Present
TRAFFIC	On-call expert advisor on developing strategies to curb demand for ivory products in China.	Aug 2018 - Present

SPEAKING ENGAGEMENTS

- Keynote presenter on messaging behaviors during COVID-19 for WWF International's Markets teams, Apr 2020
- Keynote speaker on creating conservation movements for U.S. Fish & Wildlife Services' Social Science Summit, Feb 2020
- Guest trainer & mentor for the UN's Playing for the Planet "[Green Mobile Game Jam](#)" challenge, Feb 2020
- Guest trainer on communication strategies for the Youth For our Planet series, hosted by WWF-UK and RSPB, Nov 2019 & Jan 2020

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.

PUBLICATIONS

- "An understanding of trust, identity, and power can enhance equitable and resilient conservation partnerships and processes." [Conservation Science & Practice](#) (2021).
- 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.*