

*Creative and innovative professional with expertise in sustainable business and development, geospatial information, open-source technology, fundraising, film production, public relations, marketing, and project management. Diverse experience in the private, public and non-profit sectors.*

## PROFESSIONAL EXPERIENCE

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### **Founder/Owner – Green-Ideas**, Sustainability Consulting, San Francisco, CA

2007 – Present

Clients include; Autodesk Inc, ChicoBag, City of SF, Friends of the Urban Forest, greenmuseum.org, Spencer Gulch Farm.

- Produce comprehensive strategic plans, with emphasis on sustainability.
- Design communication systems for multi-user information sharing.
- Conduct market analysis for sustainable community development.
- Manage communications and marketing strategies.
- Develop economic and financial analyses for site-specific master plans.
- Conduct environmental cost benefit analyses.

### **Founder / Director – The Urban Forest Mapping Project**, San Francisco, CA

2006 – 2008

- Designed and implemented the Urban Forest Mapping Project - open-source geospatial start-up.
- Built multi-lateral partnerships between the government, private and non-profit sectors.
- Developed strategic business plan & environmental cost benefit analysis of urban forest.
- Directed all marketing and communications activities, including KQED TV story.
- Secured \$1,000,000 in funding through private and government sources.

### **Marketing & Development Manager – Friends of the Urban Forest**, San Francisco, CA

2006 – 2007

- Managed all development activities for \$3+ million operating budget
- Developed highly successful strategic fundraising and marketing plans.
- Coordinated large-scale events and promotions.
- Raised more than \$1 million per year through multiple winning grant applications.
- Produced and directed promotional videos and viral marketing materials.

### **Special Projects Manager – TreePeople**, Los Angeles, CA

2004 – 2005

- Designed and implemented the GIS-based Urban Forest Census Program.
- Raised \$100,000 to fund the GIS tree inventory and mapping project with environmental cost-benefit analysis.
- Managed all program activities, including data collection and analysis.

### **Adjunct Faculty Instructor / Curriculum Developer – Pima Community College**, Tucson, AZ

2003 – 2004

- Taught 1st and 2nd Year Spanish.
- Developed multi-media curriculum.
- Wrote new Spanish for Travelers curriculum.

### **High School Teacher – Dimond High School**, Anchorage AK

2002 – 2003

- Taught 1st and 2nd year Spanish.
- Sponsored the Spanish Club.
- Taught Debate class and coached speech and debate team.

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## EDUCATION

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**M.B.A.** Sustainable Management - Expected graduation date May 2011 - Presidio School of Management, SF, CA.  
**B.A.** Cum Laude with Honors Jun. 2002 - University of Oregon, Eugene, OR  
Majors: International Studies - Emphasis in Sustainable Development & Spanish. Minor: Women's Studies  
Thesis: *Poder de La Puta* - Economic and Political Empowerment of Sex Workers in Ecuador.

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## SKILLS AND QUALIFICATIONS

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**Communication Skills:** Clear verbal and written communication skills, economic and financial analysis skills, multi-media production, graphic design and publications, public speaking and public relations.

**Languages:** Fluent Spanish (written and spoken) and conversational French

**IT Skills:** MS Office, Groove Virtual Office. **Multi-Media:** Final Cut Pro, Premiere Pro, After Effects, Flash.

**Graphic Design:** Adobe Creative Suite (Illustrator, InDesign, Photoshop, Quark. **Database:** FileMaker Pro, MS Access, SQL, MS Excel, Salesforce. **GIS:** ESRI ArcGIS & Arc IMS, Terra Sync, Mapguide. **Web:** HTML, XML, Dreamweaver. **Platforms:** Windows, Mac.

**Certifications:** Spanish Language Proficiency and Translation Certificate. Secondary and Adult Education certificates. ESRI Analyst I & II.

**Other Qualifications:** Film and video production, writing, directing, editing (Final Cut Pro), and cinematography.

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## FILM AND VIDEO PRODUCTIONS

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**Environmental Art** - Client: greenmuseum.org - San Francisco, CA  
Role: Director, Editor. Nov. 2008

**Autodesk Sustainability Report** - Client: Autodesk - San Rafael, CA  
Role: Director, Producer, Editor. Sept. 2008

**Bag Monster Videos** - Client: ChicoBag - San Francisco, CA  
Role: Director, Producer, Editor. Jun. 2007

**Urban Forest 2.0** - KQED Quest - San Francisco, CA  
Role: Cast, Cinematographer. Jun. 2007

**Chicobag** - Client: Chicobag company - San Francisco, CA  
Role: Director, Producer, Editor. Jun. 2007

**Gotta Go** - Client: Current TV, San Francisco, CA  
Role: Director, Producer, Editor. Dec. 2006

**25 Years, 40,000 Trees** - Client: Friends of the Urban Forest, San Francisco, CA  
Role: Producer, Editor. May 2006