

Profile: Director of Communications with over eight years experience crafting brand messaging and supporting platforms to ensure organizational mission fulfillment and increased stakeholder participation. Additional 25 years of private sector book and magazine editing and publishing.

Areas of Expertise:

- Messaging, marketing & brand identity
- Editing & writing
- Project & event management
- Community outreach, facilitation
- Coaching

Experience: **Orton Family Foundation**, Shelburne, VT 2007 – December 2015
Working with small cities and towns across the US, Orton’s Community Heart & Soul™ method is a community planning and development process that increases local decision-making participation and empowers residents to shape the future of their communities while maintaining the unique character of each place.
Director of Communications
Manage all messaging, publicity and marketing for the Foundation as member of senior management team. Oversee communications strategy, websites, video production, e-marketing, social media, on-line and print publications.

- **Community Heart & Soul™** : Developed and framed messaging around the Foundation’s signature community engagement process designed to strengthen cultural, social, and economic vitality of small towns across America.
- **Community Heart & Soul™ Field Guide**: Revised, edited and produced definitive 70-page 4-color step-by-step handbook outlining the 4-phase Heart & Soul process. With 1,000 copies in print and more than 3,000 downloads, user customers include: town planners, city managers, mayors, planning consultants, community foundations, economic development directors, and community and service volunteers.
- **CommunityMatters® Conference**: Managed conception, production and marketing of two pioneering multi-day national conferences (350+ attendees each) on innovative approaches to community engagement, planning and development. Generated strong new interest in Community Heart & Soul programming and attracted thousands of participants to conference call series.
- **Website and social media performance**: All metrics up according to comparisons made of the first 10 months of 2015 to the same period in 2014. Specific results include: 54.32% increase in unique visit website traffic and 5.9% increase in total time spent on the site; 53.17% increase in monthly e-newsletter open rate; 21% increase in Facebook fans and 16% increase in Twitter followers.

Chelsea Green Publishing, White River Junction, VT 2004 - 2007
A leading publisher of books on sustainable living, employee-owned Chelsea Green sees publishing as a tool for effecting cultural change. It aims to reverse the destruction of the natural world by challenging the beliefs and practices that are enabling this destruction and by providing inspirational and practical alternatives that promote sustainable living.

Editor-in-Chief

Reporting to president & publisher, ran editorial department. Managed staff of five plus freelancers, releasing 10-12 new titles a season (20-24 a year). Acquired, edited and published trade nonfiction titles in current events/politics and sustainable living how-to. Managed editorial production of all titles. Wrote sales copy and collaborated closely with sales and marketing team to promote and sell titles.

W. W. Norton & Company, New York, NY 1994 - 2004
Employee-owned W. W. Norton publishes fiction, nonfiction, poetry, cookbooks, art books, college textbooks, Norton Anthologies, and professional books. Its backlist includes many award-winning authors.

Special Projects Editor

Acquired and edited trade nonfiction books primarily about outdoor adventure sports, gardening, cooking and food, natural history, science, and travel literature.

- Discovered Amanda Hesser, award-winning cookbook and food author who went on to become noted New York Times food columnist and style editor, and founded [FOOD52](#).
- Established Outside Magazine Books imprint.
- Originated series of outdoor adventure how-to guides tied to PBS TV series Trailside Make Your Own Adventure.

Harrowsmith Country Life, Charlotte, VT 1991 - 1994

National special-interest back-to-land bi-monthly magazine

Editor

Set editorial direction and strategy, reporting to publisher. Managed staff of six, including editorial and art departments; developed editorial calendar; acquired and edited articles; wrote editor's column.

Atlantic Monthly Press, New York, NY 1988 - 1991

Independent book publisher of trade fiction and non-fiction

Acquisitions editor

- Originated line of illustrated books, including gardening, fine art, food, and cooking.
- Acquired general trade non-fiction titles

Horticulture Magazine, Boston, MA 1985 - 1988

Founded in 1905, America's original magazine about all aspects of gardening that set the standard for gardening and landscape design in North America.

Managing Editor

Education

B.A., Journalism, Art History minor, New York University, New York, NY

Washington Square News: Senior Editor, Award of Excellence for Investigative Reporting

National Outdoor Leadership School (NOLS), Lander, WY

**Community
Leadership:**

Addison Central Teens: Board president (current)

Middlebury Planning Commission: former member and chair (appointed)

Champlain Valley Unitarian Universalist Society: Currently choir member and member of Right Relations Team, former Worship Committee member, Our Whole Lives course instructor, Coming of Age & Senior Youth Group leader

Champlain Valley Greenbelt Alliance: former Board member

Citizens for Middlebury: Co-founder

Otter Creek Child Care Center: former Board president