

## OBJECTIVE:

Make people laugh and create a happy, equitable, green world as an on-air broadcast presenter.

## SUMMARY:

I'm an independent journalist that's often codependent on a needy planet. I've tried to make people laugh at my keynotes, critically disclaimed [investigative solutions journalism](#), multimedia press interviews, videos, and work in government.

Since 1999, I've also gained skills to:

- **Launch a grassroots advocacy organization, strategic plan** and a successful **ballot initiative**.
- Investigate **green products and services**, and create enforceable **policies** and **contracts**.
- Green events and organizations based on **behavior change studies**.
- **Present** to a wide variety of audiences on sustainability, marketing, negotiation and public speaking.
- Create **brand, web content** and **fundraising** strategies (helped fundraise \$1.2M in a year).
- **Retain** on- and off-site staff, consultants and volunteers.
- Launch and redesign **websites** using Squarespace, Drupal, Joomla, and Wordpress.
- Customize **content management, customer relationship management (CRM)** and **email marketing** systems.

I'm addicted to classes and books on political campaign management, and designing programs and websites for a more fun **user experience**. I'm a nerd that likes to make pivot tables and find efficient tools to engage people via **surveys, email** and **social media**.

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## RECENT EXPERIENCE:

**Journalist** for Sierra magazine's [Ask Ms. Green](#) column (also syndicated in Ms.), **vlogger, podcast guest**, 2019-present

- Wrote 30+ articles, including an investigative article on my menstrual Thinx underwear that appeared in worldwide media, got 40,000 views in a week, and resulted in a [class action lawsuit](#) and the polluter's competitors to call to [change their industry's laws](#).

**Board Member**, [Earth Island Institute](#), 2018-present

- Initiated working with a DEIJ (diversity, equity, inclusion, justice) consultant to start a committee to create a year-long assessment and plan with measurable goals, such as on race, gender, class, education, ability, and sexual orientation.

**Board of Advisors Member**, [California Student Sustainability Coalition](#), 2016-18

### Organizational development

- Participated in restructuring the grassroots nonprofit.

### Brand strategy

- Created a 50-page brand guide for print and web visuals, content and storytelling.

### Web content strategy

- Redesigned the Wordpress website and created a new content strategy from January to April 2018, which increased the rate of people opening email newsletters and clicking links in them, and increased Facebook shares and likes without paying for ads.

### Fundraising strategy

- Redesigned the Donate webpage by adding measurable results, a story of one leader, and new strategies (e.g., "Adopt a College Student," employer matching gifts, recurring workplace giving payroll deductions, gifts of stock, planned gifts, bequests).

**Green Purchasing & Toxics Reduction Analyst**, San Francisco Dept. of Environment, 2007-present

### Management

- Created a job growth path for interns, found funding to pay them market rate, and co-created project scopes and quotes.
- Managed off-site consultants and web developers, and 11 interns.

### Outreach & program design

- Helped get 600 new staff to attend a Buy Green Consultation/Scavenger Hunt and 38 departments to choose Buy Green Leaders in 2012. (In 2007-11, none chose leaders and only 6 departments attended a training despite invites from the Mayor).
- Tried helpful strategies like an online survey that instantly showed the user's score to motivate the user to get a higher score.

### Policy development

- Tracked and analyzed legislation.
- Served on the Sustainable Purchasing Leadership Council Chemical Technical Advisory Group and NSF Solar PV Standards Committee.

### Web content strategy

[GreenCitiesCalifornia.org](http://GreenCitiesCalifornia.org):

- Led a team to rebrand, redesign and create new content strategy in SquareSpace.

[SFApproved.org](http://SFApproved.org):

- Played a key role in turning spreadsheets of 1,000 green products into a website in 2009, and redesigned and migrated it from Joomla to Drupal content management systems in 2014.
- Collaborated on content, feature and design development (e.g., scope, product requirements, taxonomy, administrator UI).
- Advocated to make it easy for users to:
  - Find personalized info (e.g., different landing pages for the home/small business and City department).
  - Understand jargon (e.g., “buy less-toxic, green products” not “environmentally preferable purchasing”).

#### **Email marketing**

- Initiated using an email marketing tool (iContact) and comprehensively segmented contacts. Subscribers grew from 400 to 3,000.
- Wrote email newsletters that met open and click benchmarks.

#### **Contract development**

- Researched and coordinated green technical specifications with purchasers, consultants, vendors and end users.

#### **Financial management system**

- Playing a key role in designing PeopleSoft to steer users to buy green.

### **Development Director, OASES, Oakland, CA, 2006-07**

#### **Marketing**

- Initiated rebranding of all outreach (e.g., 2006-2010 website with online donations).
- Helped rebrand “Tutorial Programs” as “LEAP, RISE, SOAR” (leadership, art and environmental education for low-income youth).

#### **Fundraising**

- Helped raise \$900K (2006) and \$1.2M (2007); helped increase funding from foundations and individuals by 44% (2005-06).
- Launched fundraising campaigns (e.g., Easy Ways to Be an OASES Hero) and monthly giving and planned giving campaigns.
- Created annual reports that feature donors and how much they gave.
- Renewed 100% of grants with funders in which OASES was eligible to reapply.

#### **Event coordination**

- Helped put on events and increase event sponsors by inviting individuals not just organizations.

#### **Database design**

- Took initiative to use Raiser’s Edge as a model when merging three FileMaker Pro databases into one Salesforce CRM database.

#### **Management**

- Managed three interns.

### **Development Associate, OASES, Oakland, CA, 2003-06**

- Helped develop fundraising strategies, and write direct mail solicitations.
- Wrote and managed public and private sector grants; and assisted with grant budgeting.

### **Program & Development Associate, Women’s Intercultural Network, San Francisco, CA, 2002-03**

- Edited **grant proposals** and reports for exchanges between women leaders in the U.S., Afghanistan, Uganda and Japan.
- Introduced a pledge form for board members to commit to multiple fundraising strategies.
- Initiated and implemented a system for thanking donors.
- Assisted with **donor research**, fundraising **events**, and the development of a fundraising **plan**.

### **Membership & Development Intern, Women’s Funding Network, San Francisco, CA, 2002**

- Assisted with and attended a five day fundraising **training** only available to international women’s foundations.

### **Founder, Co-Chair of Fundraising, Finance, Public Relations, UC Santa Cruz (UCSC) Student Environmental Center, 2001-02**

Few colleges had permanently funded student groups to green the whole campus. So I planned for months before I co-led efforts to:

- Assess unsuccessful student attempts to green UCSC.
- Create a central agency to make diplomatic recommendations to administrators.
- Design **bylaws** and an organizational structure with a board of advisors.
- Lay the groundwork for all students to vote to pay for full-time SEC staff. (Soon after I graduated, SEC got students to vote to permanently pay for **\$200,000 a year** for student-led sustainability projects).
- Get 88% of 2,838 students to **vote** for UCSC to commit to the Kyoto Protocol to reduce climate change.
- Start UCSC’s 1st Annual Campus Earth Summit to create a **strategic plan**. Convened the Mayor of Boulder, CO as keynote, 40 administrators and 15 student leaders.
- Establish internships with academic credit and managed three interns.

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#### **AWARDS & FELLOWSHIPS:**

- David Brower Youth Award for Environmental Leaders, 2002
- Campus Ecology Fellow, National Wildlife Federation, 2001-02

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#### **EDUCATION:** B.A. **Legal Studies**, University of California Santa Cruz (UCSC)

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#### **PRESS INTERVIEWS, PORTFOLIO** (speaking, journalism, branding, content strategy, web design, social media)

- [FunAndDraconian.com/Jessian-Choy](http://FunAndDraconian.com/Jessian-Choy)