

BROOKE SADOWSKY @gmail.com 917.538.4474

KEY SKILLS + COMPETENCIES

- Developing communication, marketing, messaging, and outreach strategies for increasing audience awareness, shifting perspectives and social norms, and motivating actions and behaviors.
- Designing and conducting analysis of qualitative and quantitative research to understand audiences and identify most relevant behavioral science and communication approaches.
- Crafting strong and clear brand positionings that match the organization's goals with the audience's needs for greatest impact.
- Designing and leading strategic planning processes to set goals, objectives, and work streams to achieve desired outcomes. Includes guidance on project management processes and monitoring and evaluation of progress and impact.
- Identifying and creating efficiencies in processes, communication, and project management.

WORK EXPERIENCE

brooke's2cents

Independent Consultant, January 2016 - Present

- Supporting mission-driven organizations develop communication strategies and plans that motivate people to act. Offering 1-on-1 consulting, group trainings, and development of manuals. Sample client list on next page.

Sr. Director of Social Marketing and Behavioral Science, 2014 - 2016, Environmental Conservation NGO

Philippines Program Director, 2012-2014

Social Marketing Project Manager, 2009-2012

Director of Marketing, 2007-2008

- Led Social Marketing and Behavioral Science department to evolve Rare's methodology to include latest behavioral science insights and create efficiencies to scale-up reach and impact.
- Responsible for successful implementation of 13 social marketing projects based 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, developing outreach plans, 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.

M&CSAATCHI

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.

Merkley+PARTNERS

EDUCATION



North Carolina State University, Raleigh, NC
1996-2000
B.S. Business Administration, Marketing
Magna Cum Laude

CONSULTANCIES

Time Period	Company	Description of Work
January 2017 - Present	PCI Media Impact [Social cause non-profit]	<ul style="list-style-type: none"> Co-writing a 100-page communications toolkit for illegal trade in wildlife projects, to be used by the UN Environment for international wildlife trafficking efforts.
August 2016 - Present	Wildlife Conservation Society's training programs [Environmental non-profit]	<ul style="list-style-type: none"> Designing three-day workshop on motivating audiences to adopt more sustainable behaviors for July 2017 conservation leadership program. Co-designed three-month long social marketing project for Fall 2016 of the Master's program. Included developing curriculum, assignments, rubrics, and lesson plans. Teaching all sessions directly: conservation action planning, social marketing and behavior change, and media engagement.
September - December 2016	Worldwatch Institute [Environmental think tank]	<ul style="list-style-type: none"> Supported Marketing department with rebranding effort through development of brand strategy, audience analysis, messaging strategies, and communication plans for internal and external audiences.
September - December 2016	Up World, Inc. [Chicago after-school program]	<ul style="list-style-type: none"> Worked directly with CEO to strengthen the organization's and brand's message to reach donors and prospective students in the Chicago area. Work included defining the brand strategy, audience analysis, messaging strategies, and development of materials to communicate mission: website content, pitches, presentations, and more.
July - August 2016	Fish Forever Philippines [Environmental non-profit]	<ul style="list-style-type: none"> Managed project to develop 5 training toolkits in fishery management topics, ranging from enforcement to fish catch monitoring to basic fisheries knowledge. Toolkits to be provided to 25 municipal government teams in Tanon Strait region of the Philippines in support of strengthening their local MPAs and fisheries.
March - April 2016	Impact by Design [Conservation Action Planning consultancy]	<ul style="list-style-type: none"> Developed creative brief to establish unique brand positioning. Worked closely with owners to identify name of the consultancy, and develop testing method to validate relevance of name choice with target audience.

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

- "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).
- "Changing wild meat consumption: an experiment in the central Amazon, Brazil", not yet published (2016).
- "Ocean Conservation" Panel at Earth Day Texas, Dallas, TX, 22 April 2016.
- "[Episode 11](#): Social Marketing and Behavior Change in Conservation", podcast on Re-Equilibrium, 18 August 2015.
- "Changing the way People relate to Nature", panel presentation at 24th annual meeting of the Society for Conservation Biology, 6 July 2010.