



SUMMARY

- International sustainable tourism strategist with over 20 years of combined professional experience in geotourism, ecotourism, community-based and cultural/archaeological tourism.
- Authored numerous management plans and feasibility studies as a consultant in the USA, Armenia, Bangladesh, Cambodia, Georgia, Indonesia, Jordan, Kazakhstan, Turkmenistan, and Vietnam for USAID, World Bank and other organizations and NGOs.
- Marketing, branding, and advertising, including as an account executive with expertise in digital, print magazines, newspapers, direct mail, brochures, guidebooks, and video production.
- U.S. Peace Corps Volunteer in Kazakhstan, Central Asia (Former Soviet Union).

SKILLS

- Self-motivated, knowledgeable, and experienced communications professional.
- Strategic planner with unique ability to work as part of a team, as well as independently.
- Excellent communication skills with strong ability to present, write, and edit.
- Fine-tuned attention to detail and natural-born proofreader.
- Able to write reports and management plans, as well as creative or academic styles, as required.
- Capable of multi-tasking, prioritizing, meeting deadlines, and remaining organized.
- Flexible and adaptable in fast-paced, changing work environments.
- Self-taught website developer using Weebly and SquareSpace.
- Proficient computer skills in Microsoft Office Suite on both Mac and PC platforms.

PROFESSIONAL CONSULTING EXPERIENCE

Lakeshore Natural Resource Partnership (LNRP) Nov. 2015 – Present **Geotourism Specialist and Board Member – Wisconsin, USA**

- Attend board meetings and provide professional advice and recommendations as they relate to tourism.
- Developed comprehensive Geotourism Program for the Niagara Escarpment Resource Network (NERN) including interactive website with online ESRI Story Map and printed promotional materials.
- Connect with potential funders, donors, government, and public agencies along seven counties to create a destination along 230 miles of the Niagara Escarpment in Wisconsin: a 1,000-mile geologic formation that arcs into Canada, and spills out as Niagara Falls and beyond in New York State.
- Research and write grants to major companies and the State of Wisconsin's Department of Tourism.
- Granted Travel Wisconsin Partner access to the statewide Content Management System (CMS) to upload and promote places, events, and the program in general to email subscribers and state officials.

Green Team Global (USAID-funded) Feb. – April 2020 **Tourism Product Development Lead – Georgia, Caucasus Region**

- Assisted key tourism stakeholders in developing four new tourism products/services in the Former Soviet Country of Georgia for USAID's Economic Security Program.
- Tourism product development plans cancelled due to challenges from COVID-19.

Milwaukee Audubon Society Dec. 2019 – March 2020 **Website Developer – Wisconsin, USA**

- Produced all content for previously defunct Milwaukee Audubon Society website using SquareSpace.
- Researched and gathered information to regain ownership and control of domain and other pertinent information for the current board president.

Tourism Development International (TDI) July – Dec. 2018 **Cultural Heritage Consultant – Yogyakarta, Indonesia**

- Conducted fieldwork, researched, inventoried, and wrote chapter for an Integrated Tourism Master Plan outlining issues related to cultural heritage management in Yogyakarta and at two UNESCO World Heritage Sites for a World Bank-funded project for the Government of Indonesia.

Lawrence University Aug. – Dec. 2017

Adjunct Lecturer – Wisconsin, USA

- Taught course in Public History Management of cultural and natural heritage sites.
- Emphasized sustainable practices including management planning, site and stakeholder values, involvement of local communities, visitor management, interpretation, and environmental conservation.

Ministry of Tourism (MoT) – Asian Development Bank (ADB) Sep. 2016 – June 2017

International Heritage Consultant – Cambodia

- Researched, wrote plans and developed strategies for protecting the natural and cultural heritage of three coastal provinces in Cambodia. Developed heritage logos, booklets, and brochures.

Agriconsulting, Rome (World Bank-funded) Nov. 2014 – June 2015

Ecotourism Consultant – Dhaka, Bangladesh

- Conducted fieldwork, researched, analyzed and prepared comprehensive Ecotourism Management Plans for three national parks. Prepared and gave Ecotourism Training of Trainers to forestry staff.

QED Group (USAID-funded) Oct. – Nov. 2014

Tourism Training Consultant – Ashgabat, Turkmenistan

- Provided comprehensive training to government officials, partner organizations and students of the Institute of Tourism & Sports to assist them with understanding sustainable tourism concepts.

Choctaw Nation of Oklahoma Feb. – Sept. 2014

Cultural Tourism Consultant – Durant, Oklahoma, USA

- Conducted a Destination Review of the entire Choctaw Nation territory (10,000 sq. miles) and created an inventory of attractions outlining heritage sites and intangible aspects of American Indian culture.
- Produced a five-year Tourism Development Plan laying the groundwork for tourism development including a Destination Management Organization (DMO), tour operations, visitation, and marketing.

The Pragma Corporation (USAID-funded) Aug. – Dec. 2013

Cultural Heritage & Tourism Consultant – Yerevan and Areni, Armenia

- Wrote a comprehensive Site Preservation Plan for Areni-1 Cave in southeastern Armenia, where the world's oldest winery and oldest leather shoe were discovered.
- Consulted with archaeologists, researchers and historians to determine the appropriate measures for development and monitoring of the site for preservation and sustainable tourism.

History Museum at The Castle Dec. 2012 – Feb. 2013

Museum Assistant and Docent – Appleton, Wisconsin, USA

- Provided a strategic vision for fundraising, customer retention, marketing, membership expansion and further collaboration with local and regional communities and businesses.

Centre for Applied Archaeology/University College London (UCL) June – Sept. 2012

Archaeological Heritage Site Manager – Taraz, Kazakhstan

- Handled program management details for an archaeological field school and conducted on-site translating from English to Russian at a Great Silk Road City excavation site.

Japanese International Cooperation Agency (JICA) Sept. 2010 – June 2011

Community-Based Ecotourism Consultant – Da Lat, Vietnam

- Wrote entire contents of a comprehensive report for planning and implementation of community-based ecotourism for a national park in Vietnam.
- Outlined all surveying and research, guidelines, budgets, work plans, trainings, infrastructure needs, marketing plan, tourist survey results, and monitoring and evaluation plan.

The Asia Foundation June – Sept. 2010

Ecotourism Consultant – Koh Kong, Cambodia

- Researched and wrote Ecotourism Feasibility Study identifying strategies and actionable steps for implementation of ecotourism in coastal and mountain communities.

Solimar International (USAID-funded) Feb. – May 2010

Tourism Marketing Consultant – Amman, Jordan

- Developed Brand Implementation and Communications Training strategies to ensure brand strategy and elements are used correctly and to maximize media coverage aimed at boosting visitor numbers.

German International Cooperation (GIZ) Mar. 2008 – Dec. 2009

Sustainable Tourism Consultant – Phnom Penh, Cambodia

- Managed all aspects of producing the “Stay Another Day Cambodia” booklet for 2009-2010 including gathering all initiatives, writing articles, editing, and assisting with publication design.
- Worked closely with top government officials to create Cambodia’s first-ever national branding campaign, “Cambodia: Kingdom of Wonder” including logos, brand book, and promotional video.

International Finance Corporation (IFC – World Bank Group) Oct. – Dec. 2007

Sustainable Tourism Consultant – Phnom Penh, Cambodia

- Managed all aspects of producing the “Stay Another Day Cambodia” booklet for 2008, which promotes responsible tourism through support of community, culture and the environment.
- Gathered and corresponded with 50 initiatives, wrote text, and liaised closely with graphic designer.

World Wide Fund for Nature (WWF) April – Sept. 2007

Ecotourism Technical Advisor – Monduliri, Cambodia

- Developed comprehensive Ecotourism Management Plan outlining the framework for building an ecolodge and related tourism products, including the preparation and monitoring of annual budgets.

The Nature Conservancy Sept. 2005 – Oct. 2006

Ecotourism Consultant – Arlington, VA

- Wrote comprehensive report on the primary tourist attractions, infrastructure, financial information and future plans for development at five UNESCO World Heritage Sites of natural significance.

Conservation International Jan. – Sept. 2005

Ecotourism Assistant – Washington, DC

- Proofread, edited and managed logistics for the production of a USAID co-funded manual titled, “Linking Communities, Tourism & Conservation: A Tourism Assessment Process.”

Abt Associates’ “Health Plus” Project (USAID-funded) June 2003 – July 2004

Editor, Writer and Communications Specialist – Almaty, Kazakhstan

- Conducted field research and first-hand interviews during site visits to program areas in Central Asia.
- Wrote “Road to Results: Success Stories” detailing achievements in the region’s healthcare reform.
- Formatted and revised field reports generated by technical experts and delivered them to USAID officials in Washington, DC to evaluate the effectiveness of the health care programs.

EDUCATION

- **University College London (UCL) – London, United Kingdom**
Master of Arts (MA) – Managing Archaeological Sites
- **The George Washington University, School of Business – Washington, D.C.**
Master of Tourism Administration (MTA) – Sustainable Destination Management
- **University of Minnesota – Minneapolis, MN**
Bachelor of Arts – Journalism and Advertising

LANGUAGES

- **Russian** – Intermediate-high conversation; High-level comprehension
- **Spanish** – Intermediate conversation; High-level comprehension