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## 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 print magazines, newspapers, direct mail, brochures, guidebooks, and video production.
- U.S. Peace Corps Volunteer in Kazakhstan, Central Asia (Former Soviet Union).

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## 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.

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## PROFESSIONAL CONSULTING EXPERIENCE

### **Lakeshore Natural Resource Partnership (LNRP) Nov. 2015 – Present** **Geotourism Consultant 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 story map and printed promotional materials.
- Connect with potential funders, donors and partners, communicating the value proposition of partnering on this program to designate the Western Terminus of a 1,000 mile geologic formation that begins above ground in Wisconsin 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 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.

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## 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

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## LANGUAGES

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