

Melissa A Schweisguth

541-727-0460

melissa.schweisguth@gmail.com

Experienced professional with a strong track record executing successful triple-bottom line sustainability programs and communications. Seeking a position tapping my capacities and passion to drive positive social, economic and environmental returns for business and society, with a focus on small-scale producers and sustainable agriculture.

Professional Experience and Accomplishments

Freelance: Socially Responsible Business, Communications, Media Relations, Marketing 8/09-present

Consult and services empowering enterprises to implement winning sustainability efforts and communications

- *Socially Responsible & Sustainable Business Advising*
 - Provide expert guidance on strategic planning and implementation
 - Create briefs, whitepapers and presentations to guide internal decision makers
 - Develop metrics, tools and guidance for performance measurement, train businesses on use
 - Advise on responsible sourcing standards development, implementation and certification
- *Communications, Media Relations, Writing and Marketing*
 - Craft compelling print, website, blog, E-news & social media copy, building audiences and engagement
 - Write clear, targeted articles and deliver engaging presentations for diverse professional and consumer audiences, focused on sustainable business, lifestyles and agriculture, and chocolate
 - Draft high-impact press releases and pitch traditional and new media, consistently obtaining placements
 - Marketing management, including strategic planning, communications, ads, campaign implementation
- *Representative clients:* Ashland Green Business, Chocolate Marketing, Family Farmer Seed Co-op, Standing Stone Brewing Co., Sustainable Supply Consulting. *Pro bono:* Ashland-Talent Growers CSA, Village Farm

Food Trade Sustainability Leadership Assoc. Director of Education & Communications 8/09-7/11

Lead education, communications and recruitment efforts at nonprofit advancing sustainability in organic trade

- Develop and implement education program plans, providing materials, services and events to engage members and broader trade in adopting strategic, leading-edge measurement and performance improvements
 - Develop measurement tools, sustainability management guidance and related resources. Completed comprehensive update of metrics, measurement guidance, reporting template and data evaluation tool
 - Provide members with expert advising on issues, strategy, measurement, reporting, implementation
 - Stimulate peer learning and best practice sharing via facilitated dialogue, online forum, workgroups
 - Develop, coordinate, speak at and facilitate industry workshops, trainings, and member meetings
 - Launch, produce and present in webinars, offering guidance to understand and improve key impacts
- Write content for website, E-News, trade publications and twitter, covering organization, key issues, best practices, tools and member activity. Led website redesign, grew E-news read rate 15% annually
- Through 2/11, led recruitment activities, including strategic planning, direct outreach, events, materials development, communications, surveys, industry partnerships and Board engagement, yielding 20% growth
- Oversee interns, including long-term positions with high-level projects
- Manage technical platforms: website, webinar, E-News, social media, forum and surveys; led forum launch

The Hershey Company Corporate Social Responsibility (CSR) Manager 12/07-8/09

Launched and managed CSR program and communications for \$5bn global corporation; advanced key efforts around Environmental Stewardship, Supply Chain Sustainability, Commercialization and Employee Engagement

- Collaborated on strategic planning, measurement and reporting, cross-functional CSR Leadership team launch
- Created issues analyses, business cases, benchmarking and briefings for executives and other decision makers
- Drafted and managed production of external communications: website, documents, presentations, video, consumer and shareholder responses, CSR book and brochure, and talking points for field sales
- Developed and disseminated communications engaging 13,000 employees globally: intranet, presentations, environmental campaign. Drafted CSR Leadership team communications and supported team coordination.
- With Environmental Stewardship Team, developed and implemented plans, metrics and measurement tools
- Led cross-functional team upgrading recycling, diverting 300 tons from landfill with a 400% ROI in 9 mos.
- Via CSR Commercialization Team, developed consumer research, vetted product and marketing innovations.

DAGOBA Organic Chocolate Manager, Marketing and Full Circle Sustainability 7/04-12/07

Manage all US Marketing and Public Relations (7/04-12/07)

- Realized sales growth of 134% from 2005-06 and 117% from 2004-05
- Responsible for media (doubled hits annually), copywriting, collateral, press kit, ads and website
- Successfully led new product launches across multiple categories and channels
- Launched and managed on-line store, driving 70-75% growth from 2005-07
- Designed numerous materials, led website redesign, managed packaging design and oversaw production
- Represented company for industry conferences, trade shows, online forums and organizational engagement

Develop and Manage Full Circle Sustainability (social responsibility) Program (1/06-12/07)

- Created Full Circle Sustainability concept, purchasing and operating guidelines, and related communications
- Led implementation, cross-functional team, internal education and measurement, driving key improvements such as tripling recycling, improving energy efficiency and obtaining Green Business certification
- Drafted proposals for successful reforestation and cacao agroforestry projects in Oregon and Costa Rica
- Developed carbon footprint tool including travel and commuting, managed offset purchases
- Oversaw donation program reaching over 100 non-profit organizations annually

Manage US Sales (7/04-12/05)

- Supervised national broker network across natural and specialty channels
- Developed and managed trade budget, promotional calendar, customer marketing programs and demos
- Cultivated strong working relationships with distributors and key retail customers to grow sales

Global Exchange Fair Trade Coordinator 9/01-5/04

- Planned and implemented national campaign to grow US Fair Trade market, focused on cocoa and coffee
- Created copy and layout for education/action guides and campaign materials reaching thousands of consumers
- Drafted content for website, E-News, newsletter, press releases, op-eds and partner communications
- Supported media outreach and secured high-profile placements, organized Fair Trade producer speaking tours
- Developed numerous creative, engaging campaigns that mobilized thousands of consumers nationwide
- Recruited and provided ongoing support for hundreds of organizers, gave numerous external presentations
- Cultivated ongoing partnerships with over 200 non-governmental organizations and Fair Trade businesses
- Led educational tour to Nicaraguan coffee and cacao farms, documented in writing, photos and video
- Managed numerous interns and volunteers, maintained campaign participant and partner database

Education

- Advanced to Candidacy, Joint Doctoral Program in Language & Communicative Disorders 2001
University of California San Diego and California State University San Diego. San Diego, CA
- B.S. (Honors, *summa cum laude*), Human Development, University of Delaware. Newark, DE. 1996

Volunteer Service

- UN Online Volunteers: Writing and Editing for requesting organizations as needed 10/11-present
- Amnesty International Southern Oregon: Communications/Website Coordinator 7/11-present
- Stewardship Index for Specialty Crops: Member, Metrics Review Committees 2/09-present
- Ashland-Talent Growers, Village Farm, Eagle Mill Farm: Marketing and farming Spring-Fall, 2006-present
- ACDI/VOCA: Online marketing communications, Jordan Exporters and Producers Association 7/11-8/11
- Big Tree Climate Fund: Advisory Board member 7/08-4/10
- FTSLA: External Board Committee Member (Recruitment/Marketing, Metrics, Member Toolkit) 10/08-8/09
- Ashland Conservation Commission (appointed City commission position) 4/06-12/07

Relevant Skills, Personal Activities

- Technology: MS Word, Excel, Power Point & Publisher; Adobe Illustrator, Pagemaker & Photoshop; Webinar, E-mail campaign/contact database platforms (Constant Contact, MailChimp), Wordpress, CMS platforms (Joomla, Plone), Dreamweaver, Basic HTML, E-commerce platforms, Photography, Social Media
- Languages: Basic Spanish, Intermediate German.
- Permaculture Design Course (Ashland, OR; 2006)
- Freelance writer: sustainable business, lifestyles and agriculture, gardening (4/06-present)
- Personal: Pianist, music, running, organic gardening and farming, hiking, writing, reading, photography

References available on request. Portfolio at fullcircleimpact.com