

JUDITH K. ROBINSON
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COMMUNICATIONS / OUTREACH CONSULTANT / EDUCATOR

SUMMARY

My skills and experience in social and broadcast media, as a coalition builder, organizer, creator of media materials, public speaker, and educator are all used to increase the social and economic value of a company or a nonprofit entity. My goal for an organization is to activate greater support, energetic participation, and financial growth by communicating its mission to the public. I convey the values and purpose of an organization or a business by creating compelling stories that vividly connect with people and have lasting impact on their actions.

PROFESSIONAL EXPERIENCE

- Our World Our Choices** - Princeton, NJ 2015 - Present
Owner & Communications Consultant
- Chesapeake BaySavers** - Annapolis, MD 2017
Communications Consultant:
- Produced series of videos: - Chesapeake BaySavers Annual Legislative Summit Interviews
 - Two video versions to be used for fundraising and to increase community awareness of the BaySavers' unique role in Bay conservation actions
 - Researched & submitted report on recommended focus & plan for organization's growth
- Our World Our Choices** - Princeton, NJ 2015 - 2017
Environmental Educator:
- Munich Reinsurance America: Native Plant Landscaping & The Environment
 - Brothers International: Composting 101
 - Princeton Adult School: Soil to Table: Food as Health; Native Plant Landscaping
 - Princeton Senior Resource Center: Carbohydrates, Proteins, Fats: Healthy Choices
 - YWCA Princeton Breast Cancer Resource Center: Soil to Table: Food as Health
 - Community Park School, Princeton: Where Your Food Come From
 - Video "OurWorldOurChoice" - How two New Jersey farmers chose organic farming
- Event Organizer:**
- Northeast Organic Farming Association Fundraising event: Autumn Celebration
- D & R Greenway Land Trust** - Princeton, NJ 2016
Communications/Outreach Consultant:
- Organized and moderated public educational events & presentations on environmental subjects
 - Designed information & PR materials for community outreach: written, video, photography
- OnePrinceton/Heartland Payment Systems** - Princeton, NJ 2013 - 2015
Communications/Outreach Consultant:
- Designed PR materials that explained benefits to community of the OnePrinceton payment system
 - Managed 5 person outreach team to engage directly with public at events & businesses
 - Increased enrollment in program through presentations to local businesses & nonprofit organizations
- Princeton Farmers' Market** - Princeton, NJ 2009 - 2014
Co-founder & Manager:
- Co-founded and built a thriving year-round market with a devoted following that provided a gathering place for the community and a steady economic support for local farmers and businesses
 - Created standards for acceptance into market, recruited, and vetted all participating vendors
 - Designed and managed all social media, PR for media sources, videos and slideshows
 - Organized, taught, and moderated workshops and presentations to libraries, schools conferences on subjects of sustainable farming and healthy eating to communicate value to community
 - Secured financial sponsorships
 - Commissioned market bags from Homefront that were made by their constituency and all proceeds benefited them
 - Managed all market days; scheduling of free table offered to involve local nonprofits; public interaction

JUDITH K. ROBINSON

Lee Strasberg Theatre & Film Institute - New York, NY 2003 - 2008
NYU Tisch School of the Arts - New York, NY
Stella Adler Studio - New York, NY

Teacher/Director:

- Taught classes in Acting Technique, Script Analysis, Shakespeare, Improvisation
- Directed eight theater productions
- Created and directed original performance productions
- Co-created and performed "The Haunting of Lady MacBeth" at White Wave Festival

Monroe Center for the Arts - Hoboken, NJ 2002 -2004

Artistic Director:

- Created "Second Sundays": On every second Sunday of the month, I curated, organized, and publicized this event that included the artists and small businesses located within the Center building and the invited artists, crafters, photographers, musicians, and small businesses from New Jersey and New York to exhibit in the many available galleries. It was a community designation that drew people from Hoboken and the surrounding towns to come together to socialize and to support the local artists and businesses. Implemented a pop-up cafe located in the Center that served refreshments during the event days. All the PR and community outreach was designed and managed by me.
- Was awarded a grant from The N.J. State Council on the Arts for \$30,000 to support the series of events

Stony Brook-Millstone Watershed Association - Pennington, NJ 1999 - 2001

Environmental Educator:

- Created a "River Friendly" curriculum to be taught in the Science course at the Montgomery High School, NJ
- Obtained grant of \$12,000 from Johnson & Johnson to fund the project
- Taught workshops to public: Maintaining Clean Water Sources
- Produced video: Ground Water Pollution

Mercer County Community College, Princeton Adult School, Whole Earth Center, Cortelyou Farm Market, Terhune Orchards - Princeton, NJ area

Environmental Educator:

- Designed and taught courses: Organic Food Production, Techniques of Preserving Food, Raising Small Flocks of Chickens, Overview of Soil Biology

VOLUNTEER WORK

- **D & R Greenway Land Trust**, Princeton, NJ: Task force member clearing invasive species from public lands
- **Native Plant Society of NJ**: Created West Central Jersey chapter of NPSNJ
- **Event organizer for**: NJ Environmental Federation, Comm. for Nuclear Disarmament, Princeton-Granada Sister Cities Org., Annual Living Local Expo
- **Environmental Commissioner**, Princeton, NJ: Developed the Natural Resources Inventory for Princeton Master Plan in collaboration with Ian McHarg's department at University of Pennsylvania, a regional growth plan for residential/commercial needs/impacts
- **Princeton Community Works**, Princeton, NJ: Member of planning committee for annual conference
- **NJ Dept. of Environmental Protection**: Successfully lobbied to limit use of Seven & to implement use of biological pest control
- **Community action groups**: organized local residents of Princeton to focus on impact of growth and development of environmentally sensitive areas
- **Organic food grower**: contributed portion for free distribution by community organization- Whole Earth Center, Princeton area

EDUCATION

Neighborhood Playhouse School of the Theatre - Graduate - Acting - Sanford Meisner, Sidney Pollack

Martha Graham Dance Studio: Modern Dance

Lee Strasberg School, Actors Studio, Shelley Winters, Corsaro Studio: Acting

Northeast Organic Farming Association of NY & Conn.: Ecological Landscape Design - Certified

Rodale Institute: Dr. Elaine Ingham - Soil Food Web, Soil Biology

Columbia University, Rutgers University: English Literature/Writing/Psychology courses