

JUDITH K. ROBINSON

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COMMUNICATIONS / OUTREACH CONSULTANT / EDUCATOR

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 goals are to significantly increase membership, to galvanize energetic participation, and to move the needle of financial growth for organizations and businesses. I create compelling stories that convey values, purpose, and goals that connect in a vivid way with people and can have a lasting impact on their actions.

PROFESSIONAL EXPERIENCE

Princeton Farmers' Market - Princeton, NJ - 5 years

Co-founder & Manager of the the year-round Princeton Farmers' Market

- Creative community outreach with the result of a thriving market with thousands of customer visits a year
 - workshops, videos, slideshows, flyers, presentations to libraries, school conferences
- Increased fiscal sponsorships from one to eight
- Filled space capacity of 21 vendors with constant waiting list of farmer and food producers
- Created standards for acceptance into market, recruited, and vetted all participating vendors
- Obtained partnership of Princeton Public Library
- Created nonprofit standing for market
- Commissioned market bags made by the HomeFront Homeless Community Center that provided income for their constituency as all proceeds went to them
- Achieved goals:
 - created a gathering space for the community of Princeton within framework of market offering fresh food grown by local farmers
 - provided tables with umbrellas and chairs - inviting people to relax, eat, and listen to the live music
 - provided a steady economic support for farmers and small food businesses
 - promoted the benefits of eating sustainably raised produce and meat
 - increased local nonprofits' exposure and benefit to the community by offering weekly free table

Monroe Center for the Arts - Hoboken, NJ - 2 years

Artistic Director

- Originated "Second Sundays" - a free monthly event
- Curated, organized, and publicized event located in the Center building that included:
 - the many artists and small businesses located within the Center building
 - invited artists, crafters, photographers, musicians, and small businesses from New Jersey and New York to exhibit in the galleries
 - initiated a pop-up cafe located in the Center that served refreshments during the event days
- Achieved goals:
 - created a vibrant community designation for the residents of Hoboken and the surrounding towns
 - significant support and exposure for the local artists and businesses
 - added revenue for Center from exhibitor fees
 - grew from zero to hundreds of visitors a month within a year of inception
- Was awarded a grant from The N.J. State Council on the Arts for \$30,000 to support the series of events

Lee Strasberg Theatre & Film Institute - New York, NY - 5 years

NYU Tisch School of the Arts - New York, NY

Teacher/Director:

- Rated "Most valued acting teacher" by both the Institute and Tisch student population
- 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 Brooklyn "White Wave Festival"

Stella Adler Studio - New York, NY - Engaged as Guest Director of "Vinegar Tom"

D & R Greenway Land Trust - Princeton, NJ - 7 months

Communications/Outreach Consultant:

- Programmed/moderated public educational events & presentations
 - example: "Poetry of the Senses: Pablo Neruda"- capacity attendance: 142
- Designed Social Media outputs: written, video, photography
 - increased community exposure with focused informational materials

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OnePrinceton/Heartland Payment Systems - Princeton, NJ - 1 1/2 years

Communications/Outreach Consultant:

- Designed social media materials to explain benefits to community of the OnePrinceton payment system
- Assigned 5 person outreach team to engage directly with public at events & businesses
- Increased business enrollment in program by one third

Chesapeake BaySavers - Annapolis, MD - 4 months

Video Consultant:

- Produced videos for fundraising event and social media use:
 - Chesapeake BaySavers Annual Environmental Legislative Summit Panelists
 - Chesapeake BaySavers Unique Activist Role
- Researched & submitted report on recommended future focus & plan for organization's growth

Our World Our Choices - Princeton, NJ - 2 years

Environmental Educator - Workshops at:

- Munich Reinsurance America: Native Plant Landscaping & The Environment
- Brothers International: Composting 101
- Princeton Adult School: Soil to Table: Food as Health; Native Plant Landscaping
- CRAFT: Planting Hedgerows for Farmers
- 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 Comes From

Event Organizer:

- Northeast Organic Farming Association Fundraising event: Autumn Celebration
- **Videos: OurWorldOurChoice - Two New Jersey Organic Farmers**
LilliPies Bakery - Jen Carson

Stony Brook-Millstone Watershed Association - Pennington, NJ - 9 months

Environmental Educator:

- Created a "River Friendly" curriculum to be taught in the Science program 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 - 3 years

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: as Task force member cleared 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/Mercer Green Fest

Environmental Commissioner, Princeton, NJ: Developed the Natural Resources Inventory for Princeton Master Plan with Ian McHarg, University of Pennsylvania

Princeton Community Works, Princeton, NJ: Planning committee for annual conference

NJ Dept. of Environmental Protection: Accomplished state use of biological pest control & limited the use of Seven

Community action groups: Organized local residents of Princeton to actively influence local government on impacts of development on environmentally sensitive areas

Organic food grower: Contributed a portion for crop 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