

# MARITZA SCHAFER

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## CAREER PROFILE

More than twenty years of experience leading outstanding outcomes in communications strategies, campaigning, public relations, message development and media relations for corporations and not-for-profit organizations. Strategic thinker and empathetic listener with multidisciplinary approach to communications and collaboration. Open-minded problem solver with proven global results working across cultures.

Inspiring communicator and disarming storyteller with keen understanding of digital and online strategies, along with excellent interpersonal communications and public speaking skills. Experienced writer with a knack for turning complexity into poetry, and solutions into actionable work plans. Seasoned leader with strong managerial skills and hands-on experience in multiple media including online communications, printed publications, film, and video. Polished skills and integrated view of 21st century communications tool set. Bilingual English/ Spanish.

## AREAS OF EXPERTISE

- **Strategic Communications:** implement public relations and media outreach programs, develop core messages, identify target audiences and channels of communications, manage production in different media and formats for digital and offline campaigns.
- **Organizational Transformation:** discover and clarify organizational purpose, identify emergent opportunities, implement new systems, lead transformation and restructuring processes and serve at senior and executive level roles.
- **Digital Strategy:** expertise in digital tools and marketing platforms (CMS, CRM, email, social media), proficiency in Lean and Agile Methodologies, assess organizational needs to inform technical recommendations.
- **Social Change:** conduct research and analysis to inform and advocate for policy, negotiate with government and business leaders, create capturing narratives for public engagement.

## CAREER SUMMARY

Global Campaign Leader, Oceans	Greenpeace International, Sydney, Australia	2014-2016
Global Partnerships	IDyME, Sydney, Australia	2016
National Communications Manager	The Wilderness Society, Melbourne, Australia	2012-2014
Head of Public Affairs and Communications	Australian Unity, Melbourne, Australia	2011-2012
Principal	PointsFive, San Francisco, CA, USA	2009-2011
Communications Director	Green For All, Oakland, CA, USA	2008-2009
Director of Communications and Marketing	GroundSpark, San Francisco, CA, USA	2008
Communications Manager	Tides Foundation, San Francisco, CA, USA	2005-2008
Project Director	Socratic Technologies, San Francisco, CA, USA	2004-2005
Director of Communications	GroupScope, San Francisco, CA, USA	2003-2004
Video Producer	Cornell University, Ithaca, NY, USA	1998-2002
Owner/ Producer/ Director	La V Productions, Ithaca, NY, USA	1997-2002

## EDUCATION

### Master of Science – Communication

Cornell University 2003

Ithaca, New York, USA

- Concentration in Strategic Communication and Public Opinion.
- Thesis: "The Spiral of Silence and The Influentials: A Look at the Shapers of Public Opinion on The United States Attack on Iraq."

### Bachelor of Fine Arts – Film, Photography and Visual Arts

Ithaca College 1997

Ithaca, New York, USA

- Magna Cum Laude (graduation high honors for excellent scholastic achievement).

## PROFESSIONAL EXPERIENCE

### Global Campaign Leader, Oceans / Greenpeace International

Sydney, NSW, Australia / 2014-2016

**Global campaigning organization that acts to change attitudes and behavior, to protect and conserve the environment and to promote peace.**

#### *Key Achievements*

- Creation and implementation of the Global Strategy for Oceans Campaign with the goal of securing healthy oceans worldwide.
- Alignment of national work plans in Africa, East Asia, Southeast Asia, Europe, Australia and the Americas with the Global Strategy.
- Restructuring of the Global Oceans Campaign Team to ensure functional alignment with Greenpeace's revised operational framework.

#### *Main Responsibilities*

- Create a vision and strategy for the Global Oceans Campaign.
- Lead the development and implementation of the strategic plan, budget, and global campaign plan, including oversight of all national work plans.
- Develop an Oceans Campaign Narrative for public engagement globally and across different projects.
- Foster a collaborative network of colleagues in offices worldwide to align teams for the successful delivery of campaign strategies, programs, and projects, in pursuit of significant campaign victories.
- Monitor and evaluate key strategies, programs, and projects to ensure their successful delivery and contribute to a culture of learning and risk-taking.
- Nurture a high level external network of key partners, players and thought leaders.
- Build, develop and inspire a high-performing core team, and contribute to organizational health across all the Greenpeace's entities.

### Global Partnerships / IDyME

Sydney, NSW, Australia / 2016

**Technology start-up company offering customer relations and security solutions.**

#### *Key Achievements*

- Creation of a solid portfolio of partners and potential clients.
- Ideation of new functionality for the IDyME app and platform in response to the market's evolving needs.

#### *Main Responsibilities*

- Identify key business relationships targets and transform these cold contacts into partners and clients including the Australian Taxation Office, Fitbit, and Genesys.
- Lead iterative process of prototyping and improving the functionality of the app and platform.
- Design workflow for client generation and retention, including marketing strategy and client relationships.

### National Communications Manager / The Wilderness Society

Melbourne, VIC, Australia / 2012-2014

**Leading Australian not-for-profit member-based environmental organization dedicated to nature conservation and supporting the long-term health of land, water, people, and wildlife.**

#### *Key Achievements*

- Creation of the Wilderness Society's Theory of Change based on movement building by reframing the work to center campaigns and fundraising around members and supporters. After gaining organizational support from

all Wilderness Society's member entities, this thinking became the basis for campaign planning, fundraising, and mobilization, and includes prioritizing relationships with Indigenous communities.

- Development of an integrated digital strategy: moving to a new CMS for the website, improving social media presence, and exploring CRM solutions for a better integrated system of fundraising, communications and advocacy.
- Restructuring of the Communications team to modernize its functions while reducing costs.

#### *Main Responsibilities*

- Provide leadership and direction, working collaboratively as a member of the senior management team to ensure effective national coordination and delivery of key functions and services across all eight member organizations of the Wilderness Society (TWS) across Australia.
- Develop and implement a national communications strategy and media plans, collaborating with the Campaign Director and Membership & Fundraising Manager to secure campaigns and fundraising outcomes.
- Provide day-to-day management of the communications team to ensure all media, campaign, fundraising, and communications needs of the organization are appropriately resourced and serviced.
- Identify new and emerging media, technology, and approaches in communications and mobilization.
- Build and maintain relationships with environmental not-for-profits and key stakeholders nation-wide and internationally to support the organizational mission.
- Oversee the development of the brand positioning strategy including market research, stakeholder consultation, workshop facilitation, and development of branding guidelines.
- Facilitate the use of attitudinal research and message development for all external communications, including campaigns and fundraising, and develop effective member segmentation to enhance engagement.
- Create and implement internal communications strategy to improve communications flow across the various Wilderness Society organizations and improve future planning.

### **Head of Public Affairs and Communications / Australian Unity**

**Melbourne, Australia / 2011-2012**

**National healthcare, financial services and retirement living organization that employs over 1400 staff and provides services to 560,000 Australians.**

#### *Key Achievements*

- Creation of Wellbeing Portal concept to enhance the brand's presence and leadership in the wellbeing space.
- Co-author of the Australian Wellbeing Index Report with Professor Bob Cummins at Deakin University.
- Development of member engagement strategy to highlight organization's status as a mutual company.

#### *Main Responsibilities*

- Manage, enhance, and protect Australian Unity's profile through planning and implementing strategic communications programs and campaigns that support the company's wellbeing positioning.
- Undertake policy analysis in key business areas, and designed and implemented policy responses.
- Develop constructive relationships with key stakeholders, including government and organizational partners, and advise executives on the public relations implications of their policies, programs, and practices.
- Design and implement social media strategy and manage the corporate website.
- Supervise Public Affairs and Communications team staff.

### **Principal / PointsFive**

**San Francisco, California, USA / 2009-2011**

**Online publicity and strategic communications consulting company.**

#### *Key Achievements*

- Training for disadvantaged youth of color on public speaking skills as a consultant for Solar Richmond, which led to professional placements for the youth.

- Fostering of alliance between diverse populations of HIV positive women for Positive Women's Network.
- Creation of a social media community for independent film *May I Be Frank*, leading to screenings world-wide.

#### *Main Responsibilities*

- Design outreach strategy, media relations plans, and social media campaigns for clients including not-for-profit organizations and progressive for-profit clients.
- Implement media outreach to secure coverage for clients both on traditional media and online outlets, including blogs and online versions of traditional media, as well as a social media presence.
- Write and produce content for PR materials including press releases, Op-Eds, letters to the editor, and content for internal organizational communications.
- Manage every aspect of media relations, public outreach, and campaigns including oversight of consultants and vendors (writers, graphic designers, photographers and printers), project management, and message consistency.
- Create collateral materials to showcase clients' work to supporters, donors, and the media.
- Review public opinion and social science research and use findings to plan campaigns and promotions.

### **Communications Director / Green For All**

**Oakland, California, USA / 2008-2009**

**Environmental and social justice not-for-profit organization working to build an inclusive green economy strong enough to lift people out of poverty.**

#### *Key Achievements*

- Securing coverage on TV, magazines, and newspapers including MSNBC's Morning Joe, The New Yorker, Oprah Magazine, The New York Times.
- Attendance to President Barack Obama's inauguration to increase awareness about the organization.

#### *Main Responsibilities*

- Create and implemented strategic communications, media relations, and marketing plans.
- Build relationships with incoming Obama administration and garnered high profile support for initiatives to strengthen the economy with a focus on social justice and environmental sustainability.
- Develop Green for All's branding and messaging, and ensured message consistency across media.

### **Communications Manager, Tides Foundation**

**San Francisco, California, USA / 2005-2008**

**Philanthropic organization working with foundations, donors, corporations, social investors, non-for-profit organizations, and government institutions to support social justice work.**

#### *Key Achievements*

- Initiate, lead, and manage Social Network Analysis of Tides organizations to increase the effectiveness of a critical restructure.
- Work on *The Story of Stuff*, one of the most-watched environmental-themed online movies of all time with over 40 million views.

#### *Main Responsibilities*

- Develop and implement communications and outreach strategy to position Tides Foundation as a leader in progressive philanthropy.
- Manage the production and budget of all materials for internal and external communications.
- Create annual reports, general brochures, and supporting materials for special communications, including writing and editing content for hard copy and electronic communications.
- Recruit and manage consultants, including photographers, writers, editors, designers, and web developers to help with production of marketing materials.