

EMPLOYMENT HISTORY

Brian Birch Consulting

2012 - Present

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Hawai'i Public Health Institute

October 2015 - Present

Communications Director. Senior-level position responsible for expanding tobacco control coalition to become broad public health organization. Responsible for all aspects of communications, including rebranding, website redesign and maintenance, technology assets, social media, messaging, media relations, grant procurement, and Board of Director communications and meetings.

Nevada Women's Lobby

November 2015 - Present

Communications and Fundraising Consultant. Rebranded organization and designed new website. Manage all email campaigns, social media and online fundraising.

PEW Trust

December 2014 - June 2015

Consultant. Managed Keep Nevada Wild campaign, including creating a brand, website, innovative social media campaign, and grassroots/grasstops lobbying.

Campaign for Tobacco-Free Kids

July 2013 - January 2015

Consultant. Responsible for email campaigns, advising state and local coalitions on campaign strategy, website development and grassroots fundraising.

Marylanders to Prevent Gun Violence

January 2013 - Present

Created branding, website, and collateral materials. Grew supporters from 0 to more than 20,000 in three months. Manage all outgoing communications and online fundraising.

Faiths United to Prevent Gun Violence

December 2012 - Present

Deputy National Coordinator. Responsible for running major national campaigns and events such as the National Gun Violence Prevention Sabbath, Tale of Two States, and the National Concert.

National Director of Grassroots Operations

June 2008 - June 2013

Campaign for Tobacco-Free Kids

- Create and execute digital campaigns that keep tobacco use relevant to health advocates and the public
- Generate interdepartmental cooperation in honing and executing state, federal and international campaigns
- Develop campaign branding, including microsites, downloadables, email blasts and advocacy actions
- Advise international, national, and state/local partners on digital tactics to advance policy goals
- Devise digital strategies to connect the public with Congress and state legislatures on key policy issues
- Hire and manage influential grasstops lobbyists to maintain contact with key members of Congress
- Administer CRM and all outgoing digital communications with advocates and donors
- Coordinate with the Accountability Project to hold Big Tobacco and their allies accountable

For additional employment history, please [find me on LinkedIn](#).

Education

University of Maryland, B.S., Accounting and Business Administration
Various Professional Certificates, Cornell University