

ROBYN WAGONER

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SUMMARY

Proven strategic leader with more than two decades of experience in media, marketing, and collaborative organizational development for diverse audiences and stakeholders. Producer of memorable content and events with an earned reputation for integrity, reliability, and good humor. Technologically proficient with an interdisciplinary bachelor's in media arts and an interdisciplinary master's in environmental studies. Additional certifications in diversity, equity, and inclusion and permaculture design.

SKILLS

- Leadership as mentorship; team building and conflict resolution; curriculum development and instruction.
- Video and audio production; graphic and web design; social media management; branded campaigns.
- Organizational change; program and policy development, implementation, oversight, and evaluation.
- Environmental psychology research, ecological sustainability practices, and permaculture design.
- Research design, and data visualization and analysis; journalism; technical writing, and copywriting.
- Adobe Creative Suite, Asana, Avid Media Composer, Google Analytics, Hootsuite, Microsoft 365, and WordPress.

EMPLOYMENT

Executive Director

July 2023 – Present

RIO GRANDE COMMUNITY FARM (Albuquerque, New Mexico)

Co-develop/implement strategic plan and DEI initiatives with board. Hire/manage employees. Ensure legal compliance. Grow fundraising capacity. Develop/manage programs, projects, and events. Represent the organization.

Program Coordinator, Center for Environmental Arts and Humanities

February 2023 – Present

THE UNIVERSITY OF NEW MEXICO (Albuquerque, New Mexico)

Act as point of contact. Co-develop program standards with director. Organize events. Design website/marketing. Mentor students and conduct research. Ensure grant compliance. Collaborate with aligned organizations.

Director of Operations

August 2022 – July 2023

RIO GRANDE BUILDING AND STORAGE, LLC (Albuquerque, New Mexico)

Developed and evaluated business policies and procedures to improve employee safety and organizational integrity.

Marketing and Events Coordinator

March 2017 – July 2022

OLYMPIA FOOD CO-OP (Olympia, Washington)

- Produced media, marketing, and events, and managed teams and budgets for multimillion dollar organization.
- Developed first-ever brand guide, social media best practices, and processes for online voting and offsite sales.
- Co-coordinated 300-member volunteer program. Developed policies and provided training and evaluations.

Multiple Staff Roles

January 2012 – April 2023

NORTHWEST PERMACULTURE CONVERGENCE (N.W. U.S.A. and S.W. Canada)

Served as Event Coordinator, Registrar, Outreach Coordinator, Webmaster, and IT for 800-attendee annual event.

Multimedia and Event Producer, Owner

February 2003 – Present

CRAWFORD'S ATTRACTIONS, LLC (International)

Producing documentaries, music videos, podcasts, tour vlogs, websites, digital press kits, marketing strategies, multimedia content, graphic designs, and layouts. Coordinated five international tours for artists and authors.

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EDUCATION

Master of Environmental Studies

June 2015

THE EVERGREEN STATE COLLEGE (Olympia, Washington)

- **Focus:** Environmental Psychology
- **Research Thesis:** “Hopeless and Mindful in Response to Abrupt Climate Change,” an interdisciplinary mixed-methods survey exploring the psychosocial impacts of alarming narratives on abrupt climate change.
- **Research Collaboration:** Evergreen Environmental Network study on Northwest Forest Carbon Sequestration.

Bachelor of University Studies

December 2011

UNIVERSITY OF NEW MEXICO (Albuquerque, New Mexico)

- **Focus:** Mindful Media Production
- **Honors:** Graduate Cum Laude. Dean’s List. Recipient: The Michael Costello Award for Excellence in Media Arts.

Diversity, Equity, and Inclusion Certification

June 2018

F. A. C. E. CONSULTING COLLABORATIVE (Seattle, Washington)

“Cultural Competency and Beyond,” multicultural communications for challenging institutionalized oppression.

Permaculture Design Certification

June 2013

DIVINE EARTH GARDENS AND EVERGREEN D.E.A.P. (Olympia, Washington)

Sustainability, practicality, and elegance in ecologically based residential environmental design.

PREVIOUS EXPERIENCE

Professional Musician

FAST HEART MART, HOBOS IN LIMBO, HORRORSHOW (International)

Performed 150 concerts annually. Recorded six records. Appeared in music videos, documentaries, and interviews.

Event Lighting Technician

SHOWLITES, I.A.T.S.E. UNION (Western U.S.A.)

- Led stagehands in assembling lighting rigs on tours with Van Halen, Rick Springfield, and others.
- Built set and operated spotlight on The Rolling Stones’ documentary, “Let’s Spend the Night Together.”
- Built staging and lighting systems for hundreds of concerts, plays, conventions, and tradeshow.

Radio Show Host

KQEO AM/ KZZX FM (Albuquerque, New Mexico)

Responsible for on-air broadcasting, writing copy, and producing commercials, as well as hosting live events.

VOLUNTEERISM

Community Sounding Board Member

CAPITAL LAKE-DESCHUTES ESTUARY LONG-TERM EIS (Olympia, Washington)

Served as the only climate change advocate on a panel providing perspective on this high-profile project.

Director-at-Large

WEST CENTRAL PARK PROJECT (Olympia, Washington)

Collaborated with board and volunteers on gazebo project, community gardens, and summer film series.

Founding Chair of the Board

NEW MEXICO MUSIC AWARDS (Albuquerque, New Mexico)

Co-produced premiere awards program. Wrote organizational bylaws and initial grants. Facilitated board meetings.