

Pattie Baker

Communications Pro for a Changing World

Insatiably-curious Mensa-member with significant expertise as a professional communications specialist and copywriter for global organizations. Extensive published blog posts, articles, and books. Proven innovator with track record of on-time, on-target deliverables. Microinfluencer with 20% engagement surges. Specific expertise at intersection of health and climate change. Wildly creative.

I am at a life stage where my time available for you is flexible. You get the most value from me on projects that require knowledge, storytelling, and teamwork.

EXPERIENCE

PROFESSIONAL EMPLOYMENT

- CDC Foundation (communications specialist working remotely with Alaska Department of Health writing/project managing [Healthy You in 2022](#));
- USA TODAY (sales promotion manager/copywriter for Classified and International);
- Turner Broadcasting (National Ad Sales promotion manager for CNN, TBS, and TNT);
- UPS (National Ad Sales/Worldwide Logistics corporate communications project manager/copywriter);
- American Cancer Society (transformed medical information into user-friendly newsletters to improve outcomes);
- Significant corporate/nonprofit clients requiring agility to pivot across a wide range of industries and subject areas including wellness, healthcare, technology, financial services, government, and all aspects of resiliency.

SUSTAINABILITY LEADERSHIP

- Published by *Ensia*, *Urban Farm*, *Unearth Women*, *New Life Journal*, and many more media outlets and websites;
- Founder/chairperson of Sustainability Commission in what is now a certified gold-level Green Community;
- Featured as a “passion person” in *O: The Oprah Magazine* for pro bono leadership in sustainable agriculture;
- Created or revived more than a dozen organic gardens, including currently with refugees;
- Created first basic bike skills classes in the world delivered via text and TikTok (see [Pedal Power with Pattie](#));
- Currently serving pro bono as first Metro Atlanta Bicycle Mayor as part of a global consortium with Amsterdam-based social enterprise BYCS;
- Creator of [BikeBloom](#) upcycled bike tube earrings on plantable packaging.

EDUCATION

- Bachelor of Arts degree in English/S.U.N.Y Geneseo;
- Six Masters-level courses in communications/Georgia State University;
- Graduate of the Georgia Organics organic farming course (40 hours);
- Certificate from Stanford University’s Technology Ventures Program for course in turbo-charging creativity;
- Certificate from Northwestern University’s Medill School of Journalism for five sequential social media courses;
- Certified League of American Bicyclists Cycling Instructor (#5384) (one of only five women in State of Georgia);
- Certificate from Johns Hopkins University for Contact Tracing;
- Certificate from Georgia Tech for Intro to User Experience course;
- Certificates from four futures thinking courses/Institute for the Future.



CONNECT

sustainablepattie@comcast.net

