

# Pattie Baker

## Sustainability Pro for a Changing World

Insatiably-curious Mensa-member with significant hands-on expertise in all aspects of triple-bottom line sustainability, with specific passion for organic agriculture and bikes-as-transportation. Extensive published blog posts, articles, and books. Proven innovator/team leader with track record of on-time, on-target deliverables (including currently with Alaska remotely). Microinfluencer with 20% engagement surges and full embrace of new trends. Rubber-hits-the-road knowledge at intersection of health and climate change. Selected by Peace Corps Uganda as part of June 2020 cohort. League Cycling Instructor and Bicycle Mayor. Wildly creative.

### 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 International edition);
- Turner Broadcasting (National Ad Sales Senior 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 ([see portfolio](#));
- Founder/Chairperson of Sustainability Commission in what is now a certified gold-level Green Community-- named [Sustainability Hero 2020](#);
- 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-of-war](#) in most diverse square mile in the USA (Clarkston, GA);
- Created first basic bike skills classes in the world delivered via downloadable PDF, 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;
- Certificates 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 Institute for the Future for five sequential Futures Thinking courses, including a capstone course in Urgent Optimism!



### CONNECT

[sustainablepattie@comcast.net](mailto:sustainablepattie@comcast.net)

