

Pattie Baker

Wildly Creative Sustainability Writer

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 recently 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:

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