

KERRY F MORRISON

Strategic Communications & Environmental Consultant

Experienced consultant specializing in strategic communications, public relations, and environmental initiatives. Proven track record in leading remote projects, developing comprehensive marketing strategies, and fostering global partnerships. Operates a Nevada-based LLC while residing in Portugal, offering flexible and innovative solutions for cause-based organizations worldwide.

CONTACT

 Remote & Key Events

 US: +1 (760) 481-4596

 PT: +351 913 986 010

 Kerry@KFMorrison.com

 www.KFMorrison.com

 [www.Linkedin.com/in/KFMorrison](https://www.linkedin.com/in/KFMorrison)

KEY SKILLS

- *Public & Press Relations*
- *Speaking, Broadcasting & Reporting*
- *Interagency & Gov. Communications*
- *Digital Marketing & Branding*
- *Education & Tourism Media*
- *Video & Photo Production and Editing*
- *Social Impact Planning*
- *Community Organizing*
- *Events Facilitation & Coordination*
- *Project Management & Reporting*
- *Public-Private Sector Development*
- *Partnership & Membership Management*
- *Fundraising & High Value Sales*
- *Advocacy & Cause-Related Campaigns; Grass-roots to International Audiences*
- *Environmental Justice & DEI*
- *Guest Lecturer/Presenter at Colleges & Schools*
- *Team Morale, Human Connection*
- *Proficient in Microsoft 365 Suite, Mac, Windows, Adobe, Canva, Monday, Slack, Salesforce, WordPress, Wix, Final Cut Pro, MailChimp, Facebook, Instagram, DocuSign, Sound & Video Production, AI Systems*

PROFESSIONAL EXPERIENCE

Owner, 2010 -

KFMorrison LLC, Remote & Projects - United States & EU

- Operates a remote consulting firm specializing in strategic planning, PR/communications, business consulting, multimedia production, marketing, web development, and social media for cause-based organizations. Example clients and projects available upon request.

Senior Consultant, Strategy & Green Innovation - 2022-

World Systems Solutions, Remote & Projects

- Led strategic partnerships with global leaders to build a new global utility collaboration & crisis response platform.
- Developed marketing materials & copywriting for education & outreach.
- Facilitated for Climate Emergency Response Forums, uniting global leaders.
- Assisted in public relations, fundraising, & media development.
- Conceptualized contributed to the prototype development of ClimateScale, a greenhouse gas & green credit trading platform.
- Led lobbying efforts with US Congressional members on AI governance.
- Developed press & multimedia materials for global media outreach.
- Assisted in developing organizational systems for rapid growth.
- Advised leadership and the board on strategic decisions.

Founder/Board Member, 2011 -

The EcoMedia Compass, Salton Sea, CA & Remote

Founded and managed 501c3 non-profit, & SOS Salton Sea social movement (Save Our Sea!), as Executive Director for 12 years.

- Received Senate recognitions for organizing & communications work.
- Led social movement to import ocean water for the Southwestern deserts.
- Produced film pieces and secured media placements with millions of impressions across local and international outlets, including Vice News, NBC, ABC, Al-Jazeera, Discovery, and Wired News. Collaborated with documentary & news crews globally. Featured in LA Times, Washington Post, and Desert Sun. Emmy placement.
- Operated multiple community environmental restoration centers.
- Acted as key player on California Natural Resources Agency's Outreach Committee & Long Range Planning Committee.
- Key player in raising public pressure to generating \$100s of millions in restoration bill funding in collaboration with State Assembly, Senate & local governments.
- Acted as lead community organizer in an environmental engineering restoration project at Desert Shores, Salton Sea.
- Managed educational outreach plans & materials to diverse communities, media outlets & agencies. Educated & engaged hundreds of volunteers.
- Facilitated California Agency Meetings & Trained CNRA Staff
- Represented region as frequent public speaker at Cal State Water Board, Secretary of State, CNRA, county, water, air quality boards.
- Lead Organized & or emceed over 100 community events throughout Southern California, Sacramento & Mexico.
- Developed operating plans & budget tracking, employee files, insurance.
- Negotiated contracts, sponsorships & memberships.
- Organized bi-national research & cultural expeditions.
- Designed web, social media, video publications & event materials.
- Led activism measures including world's largest SOS & Aerial Photography.

PROFESSIONAL EXPERIENCE

Engagement Manager Feb 2020 - March 2023

501 Commons, Remote

- Interviewed or consulted with hundreds of organizational leaders to find technical and process solutions supporting missions of cause-based organizations.
- Strategic PR & partnerships consulting with upper management.
- Improved contracting, pipeline and budget management processes.
- Developed reporting strategies, maintained marketing materials including website, video, social media & organizational content.
- Developed community partnerships and event placements.
- Led consulting agreement closures with process improvements resulting in 99% departmental annual project closure increase over past 8 year average.

Marketing & Sales Consultant, 2018-2020

Stemaid- Stem Cell Institute, Remote & Cabo, Mexico

- Led medical marketing and sales campaign. Developed marketing materials and website. Maintained business and patient relationships. Excelled in high-value sales and relationship management. Engaged in holistic healing and medical tourism initiatives.

West Shores Salton Sea Mayor, Board President, 2016-2018

West Shores Chamber of Commerce, Salton Sea, CA

- Represented 4 California communities at state, international and community meetings
- Acted as chief media liaison for Salton Sea press & events, elevating the Chamber & regional community agendas
- Led meetings, hosted broadcasts on issues of deep community concerns, including resource allocations, health, natural habitat retention and growth, energy, water management, water treatment, emerging technologies, & advocacy activation with a strong focus on environmental justice & DEI.
- Developed marketing materials including, videos, social media, website & file system.
- Led restoration of town sign and media coverage for holiday parades.

Board Member, 2014-2016

Sea & Desert Interpretive Association, Mecca, CA

- Assisted in California State Park Management Committee. Coordination of admin & budget planning & documentation, multimedia, event planning & production, environmental restoration project management & social networking.

Team Lead/Videographer, 2011-2013

Greenpeace, Costa Mesa, CA

- Organized community around environmental and social awareness and solutions, fundraised ~\$.5million, produced film & multimedia pieces, trained new employees, organized travel trips throughout California, Oregon & Arizona. Recruited volunteers & organized educational outreach.

Branch Supervisor, 2008-2010

Downey Savings Bank, Irvine, CA

- Managed staff, accounts, produced reports, training, investments, notary, security procedures, CRM

EDUCATION

- B.A. in Public Relations & Multimedia Communications, California State University, Fullerton. Dean's List.
- A.A. in Psychology & Communications, Saddleback College.
- Additional coursework at CSU San Marcos, San Diego City College, and others.
- Intermediate Spanish, Beginner Portuguese.
- College credits exceed Master's Degree.

ADDITIONAL

Values: Love, connection, sustainability, truth, nature, health, equality, wisdom, culture, community development.

Interests: Adventure, travel, music (piano, singing, guitar, ukulele), writing, gardening, yoga, meditation, sailing.

Lead editor for 7 novels at www.dansstories.com.