

# JILL FARRELL

NON-PROFIT STRATEGIST &  
COMMUNICATOR



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[FarrellStrategicGroup.com](http://FarrellStrategicGroup.com)



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Expert and leader in non-profit strategic communications, leadership and project management. Outreach and communications professional whose qualifications include a Master of Science degree in environmental conservation and policy and a bachelor's degree in print journalism. Eight years experience in leading community impact program for a science-based water quality conservation organization. Ten years' experience in mass media journalism, marketing, branding and digital content creation. Seven years experience founding and leading strategic marketing consulting firm with environmental and social service non-profit clients across the US. Innovation seeker. Pragmatic optimist fiercely devoted to the power of collaboration, people and planet. Steadfast strategist. High level project manager. Proven leader.

## Experience

### Farrell Strategic Group/Roca Communications 2016 - Present

*Founder & Strategic Director*

Focused on strategic planning & communications for non-profit clients throughout the US. Projects include strategic planning, editorial leadership (blogs, social, digital); web design; fundraising campaign design & execution; science translation; analytics analysis & reporting, project management.

### Piscataqua Region Estuaries Partnership (PREP) 2008-2017

*Community Impact Program Manager*

Community impact & communications role aimed to amplify the awareness of PREP, its partners and the issues surrounding water quality in the region to incite behavior and policy change. Editorial & project director for the State of the Estuaries Reports and Conference, conceived, designed & launched Every Drop public outreach campaign.

### Writing, Publishing & Marketing 2003-2008

*Various Roles*

Editor & Features Writer: Cape Cod Voice Magazine (2003-2006)

Marketing Director & Digital Strategist: Visit Palm Beach (2006-2008)

Editorial Coordinator: Heinemann Publishing (2007-2008)

## Education

2010

### M.S., Environmental Conservation, University of New Hampshire

Thesis: "Public Policy and Participatory Engagement in Watershed Management" focused on watershed science and public advocacy.

2003

### B.A., Communications/Journalism, Loyola University New Orleans

Extensive writing and reporting for university and city magazines and publications focusing on science, social service organizations and poverty.

## Skills

- Web Design (Wordpress, Squarespace)
- Digital & Social Media, SMS, SEO
- Project Management Tools (Slack, Trello, G-Suite, etc.)
- UX/UI app, web, social
- Graphic Design, Video Editing (Canva, Adobe)
- Collaboration, Leadership & Accountability

## Expertise

- Stakeholder Engagement
- Consensus Building/Facilitation
- Strategic Communications
- Analytics & Market Research
- Editorial Leadership
- Conservation, Coastal & Estuarine Science
- Project & Budget Management
- Writer & Content Producer

## Reference

### Rachel Rouillard

The Nature Conservancy, State Director, New Hampshire

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Personal friend & former employer at PREP.



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