



## ABOUT • JOSEPHINE MORRIS

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Professionally I am an accomplished communications practitioner with a myriad of experiences in marketing, public relations, Web development, and social media.

Personally, I am vegan and an animal advocate involved in community animal rescue and activism.

I would love to be considered for any position that would allow me to be a greater representative for all animals by combining my professional talents with my personal passions to enhance animal advocacy.



## A FITTING ADVOCATE

Over the past 14 years, I have honed my communications skills both professionally and academically. I have had a broad spectrum of experiences in corporate environments, non-profits, and as an entrepreneur. My corporate experience has been valuable in helping me understand small- and large-scale projects as well as polish the professional skills needed to interact successfully with a variety of people. It gave me the confidence and knowledge needed to start a Web development and marketing company from scratch. My time spent as an entrepreneur was exciting and engaging nearly every minute of every day. As anyone that has ever run a small business knows, you can never predict what the next day will bring. Living in this environment for five and a half years gave me the confidence to know that I can handle any situation - even the most challenging - with professionalism and integrity.

I believe I can bring these skills to any animal advocacy organization and excel by combining my personal passion for animal advocacy with my professional training. Your organization would benefit from a representative that believes in their mission to protect animals from cruelty, inspire change in the way society views and treats animals, and promote compassionate living. I live this mission every day and have for years. My passion for animals began when I was a child. In my twenties, my eyes were opened to the magnitude of suffering and I could not help but get involved. It started when I rescued my now 10-year-old hound dog, Zeus, from the streets of Phoenix. I have remained involved in companion animal rescue all these years and currently serve as president for Help A Dog Smile, an organization I helped start in 2012. It was shortly after I rescued Zeus that I became aware of farm animal suffering and have become a staunch advocate for veganism. I am involved in local animal advocacy through volunteer activities and political lobbying.

Along this journey, pursuing my passion for animal rights, several of my dreams have come true! In 2012, I completed T- Colin Campbell's course through eCornell and earned a certificate that enables me to educate others about plant-based nutrition. In 2008, I visited Farm Sanctuary in Watkins Glen which further motivated me to advocate for all animals. To work in a position that allows me to be a voice for all animals is almost bigger than any dream I could ever imagine. Following you will find my detailed resume. Please visit [josephinemorris.com](http://josephinemorris.com) to learn more about me. I appreciate your consideration and look forward to hearing from you.

**FUN FACTS:**  
My license plate reads: EAT VEG.  
I've been vegetarian since 2005; vegan since 2008.

## PERSONAL BRANDS



## DEPTH:

Over 14 years experience as a creative communications professional

## PEDIGREE:

Plant-based nutrition certificate  
Master's degree; Bachelor's degrees

## EXPERIENCE

1/14 - Present                      **PEARSON**, Marketing Manager, Online Learning                      Virtual  
Develop and implement strategies to showcase Pearson's thought leadership in online education for public and private sector universities in North America. Invented a competency-based education framework and readiness assessment which was vetted by university provosts, deans, academic executives and the Council for Adult and Experiential Learning. Pursuing patent. Organize events, lead contributing teams, create Web sites, facilitate blog posts, provide leadership for annual online learning conference, and establish/maintain relationships with strategic partners.

3/11 - 12/13                      **PEARSON**, Product Manager, Custom Curriculum                      Virtual  
Promoted the Custom Curriculum division within Pearson North America. Developed marketing strategies and goals. Coordinated speaking opportunities for industry experts and division vice president. Created marketing pieces for external and internal audiences including sales kits, brochures, flyers, Web sites, case studies, blog posts, videos, and podcasts. Managed social media strategy on Twitter, Facebook, and LinkedIn. Managed custom software projects and training and orientation team.

7/05 - 12/10                      **SPROUT STRATEGIES**, Owner & Creative Director                      Chandler, AZ  
Started and managed a marketing, Web development, and custom software company. Conducted business with clients that ranged from mid-sized hospitals to small businesses. Developed creative strategies. Presented to governing boards and executive leadership. Managed budgets and all financial transactions. Designed marketing materials, implemented social media strategies, and coded Web sites using Adobe Creative Suite, PHP, HTML, and CSS. Managed contractors including developers, project managers, and support staff. Drove the company's direction from business as well as creative standpoints.

1/04 - 6/05                      **BANNER HEALTH**, Strategic Development Project Manager                      Phoenix, AZ  
Strategized interactive communication solutions for internal and external audiences. Worked with Branding, Marketing, and Public Relations to integrate Banner's brand promise. Set project directions, goals, and time lines. Ensured effective team dynamics amongst diverse groups. Addressed hospital administrators. Coordinated special events for project releases and developed communication packages.

6/02 - 12/03                      **BANNER HEALTH**, Web Content Coordinator                      Phoenix, AZ  
Unified Banner Health's non-profit medical centers through common Web technology. Developed and trained teams of employees across seven states to create internal and external Web sites for patients, physicians, volunteers, and employees. Provided comprehensive communications packages for each site.

10/00 - 5/02                      **ARIZONA HEART INSTITUTE**, Public Relations Specialist                      Phoenix, AZ  
Positioned AHI as a leader in cardiovascular care. Planned and spoke at public health events for 30 to 800 people. Placed stories with local and national media. Produced television segments. Wrote and edited newsletters. Created and maintained Web content. Designed flyers and ads. Coordinated volunteers.

## EDUCATION

3/12                      **eCORNELL UNIVERSITY**                      Online  
Certificate in Plant-Based Nutrition from the T. Colin Campbell Foundation

5/08                      **ARIZONA STATE UNIVERSITY**                      Phoenix, AZ  
Masters of Arts, Communication Studies

8/00                      **ARIZONA STATE UNIVERSITY**                      Tempe, AZ  
Bachelor of Arts, Journalism, and Bachelor of Arts, Spanish  
Graduated Cum Laude with Dean's List recognition

## COMPUTER SKILLS

Windows and OS X, Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Web-based programs, content management systems, HTML, CSS, basic PHP, Word, Excel, PowerPoint, and Outlook

## VOLUNTEER ACTIVITIES

9/12 - present                      **HELP A DOG SMILE**, President                      Phoenix, AZ  
Helped start local dog rescue. Facilitate business needs such as non-profit set up with Arizona Corporation Commission and IRS. Provide oversight to the board and ensure alignment with the organization's mission which is to find loving homes for strays dogs and dogs destined for euthanasia in Arizona. Dogs are spayed/neutered and vetted in an effort to ensure their health and wellbeing and to reduce pet overpopulation. Manage organization's public persona. Create marketing materials including the Web site: [helpadogsmile.org](http://helpadogsmile.org), banners, business cards, t-shirts, etc. Foster homeless moms and pups, interview applicants, negotiate contracts, and facilitate adoptions.

9/08 - present                      **HUNGRY HERBIVORES**, Lead Herbivore                      Phoenix, AZ  
Created Hungry Herbivores, an animal advocacy group (not an official non-profit organization). Hold booths at companion animal adoption events to educate the public about veganism by distributing Vegan Outreach pamphlets and food samples through funding from VegFund. Designed and set up blog, [hungryherbivores.org](http://hungryherbivores.org). Write all blog posts. Design all promo materials i.e. banners, t-shirts, business cards.

10/08 - 10/11                      **FARM SANCTUARY**, Walker                      Phoenix, AZ  
Raised funds for and participated in Farm Sanctuary's Walk for Farm Animals.

2/10                                      **HSUS HUMANE LOBBY DAY**, Lobbyist                      Phoenix, AZ  
Attended Humane Lobby Day with Humane Society of the United States Arizona Director, Kari Nienstedt. Lobbied to Arizona senators and representatives on behalf of animal rights and protection legislation.

3/07                                      **STOP THE MASSACRE**, Founder                      Phoenix, AZ  
Created Stop the Massacre marketing campaign as a graduate school project. It was an effort to raise awareness about the large number of animals euthanized in kill shelters throughout Maricopa County. Distributed bookmarks at community events which led people to the Web site, [stopthemasacre.org](http://stopthemasacre.org), where they can pledge not to breed or buy while homeless animals die.

## PROFESSIONAL DEVELOPMENT

Inventor: Competency-Based Education Framework (patent pending), Panelist at Pearson Cite online learning event, Toastmaster Competent Communicator, Speaker at Greystone.net's Healthcare Internet Conference, Speaker at the Society for Healthcare Strategy & Market Development's conference, Valley Leadership Community Connections alumni, International Association of Business Communicators (IABC) member and Leadership Academy participant

## SECOND LANGUAGE

Spanish – ability to read, write and speak

## VEGAN PREGNANCY

Three years ago, my husband and I were expecting our daughter, Samantha. During years prior, I witnessed the normal scrutiny from naysayers wondering about the legitimacy of living a vegan lifestyle. When I was pregnant, people became even more adamant and expressed their concerns over the health of my unborn child. As with most things in life, I held steady to my conviction and stayed my vegan course. My child was born healthy and beautiful. Today she is a thriving, intelligent three-year-old vegan and has been since birth. Leading by example isn't always easy but through this experience I was able to show people that being vegan and pregnant is possible. Furthermore, I've been able to show people that raising a vegan child is not only possible but absolutely amazing!

