Kayla Baake

Madison Environmental Group, LLC

Education

- B.A. University of Wisconsin-Madison. Double Major: International Studies (Global Environment track) and French. December 2010
- Diploma Wisconsin Institute of Natural Wellness. Massage Therapy. June 2008

Professional Experience

2011- Madison Environmental Group, LLC, Madison, Wisconsin

Community Relations Manager. Manage two sponsor-based community sustainability programs: 'EnAct: Steps to Greener Living' and 'The Greener Faster Challenge.' Conduct quarterly board meetings with Dane County sponsors to exchange developments and relevant information and to serve as a conduit for communication between the sponsors and their patrons. Engage and collaborate with interest groups and local businesses to promote sustainable living. Facilitate alternative transportation use for a downtown commercial building managed by Fiore Companies, Inc. by implementing a comprehensive transportation demand management plan. Develop and maintain two annual reports, quarterly and monthly newsletters, EnAct marketing plan, and marketing materials including two websites.

2011- **Peak Performance Massage,** Madison, Wisconsin

Massage Therapist, Independent Contractor. Complete therapeutic and relaxation massages in professional setting. Manage and acquire clientele. Uphold clear and effective communication, quality customer service, and innovative marketing campaigns.

2011 Aldo Leopold Nature Center, Monona, Wisconsin Development and Communications Intern. Assisted in fundraising, donation requests, and grant proposals.

2010 **Clean Wisconsin,** Madison, Wisconsin *Clean Water Intern.* Completed group report on agricultural runoff pollution in Wisconsin. Presented report and findings.

2008-2011 **Elements Therapeutic Massage,** Middleton, Wisconsin *Massage Therapist.*

Cross-Cultural Experience

2010 **School for Field Studies,** Nairobi, Kenya *Wildlife Management summer program.* Conducted hands-on wildlife management activities. Completed community surveys and reports. Participated in cultural immersion activities and events.

2009 **CIREFE University of Bretagne,** Rennes, France *French Language program.* Earned an intermediate level diploma in language studies. Completed home stay with French family.

Skills and Activities

Knowledgeable in Adobe Creative Suite and HTML website editing Published in various literature anthologies and journals Member of several listservs including Neighborhood Associations and sustainability groups Active in Hoofer Riding Club and Madison School and Community Recreation

Speaking Engagements:

- 2012 Green Energy Summit, Milwaukee, WI *Building Community through Sustainable Living Program*
- 2012 Isthmus Green Day, Madison, WI