

WENDY CRISTINA WILLIS

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EDUCATION

- 2015 - M.A. Environment & Community, thesis: “The Political Ecology of Shade-Grown Coffee: Jamaican Blue Mountain Coffee Farmer Perspectives” – Humboldt State University
- 2008 – B.S. Conservation Social Science with Anthropology minor – University of Idaho
- 2005 – A.A.S. Natural Resources Management (Ornithology emphasis) – Lord Fairfax Community College, VA
- Certificates Earned: Black & White Fine Art Photography and Wildlife & Nature Career Photography – Lord Fairfax CC

WORK EXPERIENCE

September 2020 to present

Jocotoco Foundation USA

<https://www.jocotoco.org/wb#/EN/home>

Supervisor: Martin Schaefer, PhD

Position: Director of Strategic Planning & Partnerships

Duties: oversee the operational & administrative needs of Jocotoco USA 501©3, create revenue streams for Fundación Jocotoco-Ecuador through donor cultivation, grant writing, and fundraising campaigns, and, also develop and implement large-scale conservation projects for Fundación Jocotoco's private protected areas and their respective buffer zones while building the capacity of local staff in Ecuador.

January 2016 to June 2020

American Bird Conservancy

www.abcbirds.org

Supervisor: Daniel Lebbin, PhD

Position: Deputy Director of International Programs (July 2018-June 2020)

Duties: Provide programmatic support to the Vice President of Endangered Species in the development and implementation of strategic plans and policies for American Bird Conservancy's International Division as well as offering leadership, supervision, enthusiasm, and direction to other staff members. Administer a \$350k grants program titled “Latin American Reserve Stewardship Initiative.” Through this program I helped NGO conservation partners develop their technical capacity to [sustainably](#) manage private protected areas and increase their administrative efficacy. Also responsible for, project reporting, oversight, development and fundraising for conservation projects in Colombia, Bolivia, Jamaica, Ecuador and Chile.

Position: International Conservation Officer (January 2016-June 2018)

Conservation project manager protecting America's most threatened bird species in Bolivia, Ecuador and Colombia by overseeing & implementing sub-grant agreements with international partners, coordinating land acquisitions for protected area expansion (or [creation of new PA's](#)), assisting with community development projects, creating eco-tourism projects, designing research projects, implementing reforestation initiatives and building technical capacity with Latin American NGO's through the Latin American Reserve Stewardship Initiative.

May 2015 to November 2015

Point Blue Conservation Science www.pointblue.org

Supervisor: Ryan Burnett

Position: Sierra to Sea Intern Coordinator

Duties: Collaborate with Point Blue's education department to design an interdisciplinary climate-smart curriculum for their "Sierra to Sea" internship. Responsibilities also include research design and implementation of a meadow avian monitoring project, supervising staff, using inquiry-based teaching to educate interns about sierra meadow natural history and ornithology, as well as exposing them to partner organizations and sierra conservation social science issues.

2006 to present

Ojo Loco Media www.ojolocomedia.com

Owner and creator of Ojo Loco Media, a freelance photography and media company focused on creating powerful and engaging images specializing in portraits, cultural landscapes and food imagery. To date, I have achieved the successful completion of numerous photography assignments domestically and abroad that required planning, follow-through and results that met client objectives.

2018 to Present

Sexi-Mexi Burrito Bar www.burritobar.sexi-mexi.com

Position: Marketing & Outreach Director

Co-owner of a Latin-fusion burrito bar, food truck and catering business. Responsible for concept design, marketing, menu & product development and occasionally liaising with the public.

August 2008 to May 2018

Cristina's Café www.cristinascafe.net

My sister & I develed a Virginia Green Certified cafe in Strasburg, Virginia. Through our business I have spearheaded several community projects (organizing and managing a Friday farmer's market and educating the public about the importance of food security). Also responsible for marketing, outreach, staff & kitchen management, inventory & ordering, bookkeeping, designing seasonal menus, mentoring & managing employees, barista duties, waitressing and consistently handling a high-volume workload.

May to August 2014

Point Blue Conservation Science www.pointblue.org

Supervisor: Brent Campos

Position: Field Technician

Duties: Conduct VCP point counts in northern sierra habitats, complete vegetation data collection of survey sites and assist with meadow banding.

June 2007 – August 2008, August 2010, June 2012

American Parks Network (with funding from Canon Photography)

Supervisor: Joel Saferstein

Position: Interpretive Photography Instructor & Digital Media Manager

Duties: Interact with a diverse public while teaching field-based digital photography workshops to hundreds of tourists at national parks throughout the United States. Also responsible for writing weekly blog posts, designing and maintaining a digital photography database and writing articles for publication in "American Parks Network Magazine."

January 2010

RMBO (Rocky Mountain Bird Observatory)

Supervisor: Arvind Panjabi

Position: Lead bird bander

Duties: Trained & supervised (in Spanish) Mexican biologists at Rancho El Uno Biosphere preserve in Chihuahua, Mexico.

August – December 2008

University of Idaho, Department of Conservation Social Science

Supervisor: Nick Sanyal

Position: Undergraduate Teaching Assistant for Social Research Methods Class

Duties: Worked with Dr. Sanyal to develop course syllabus; prepared and occasionally delivered lectures; created student assignments; designed and graded exams, research projects, and essays; and mentored students in all aspects of academic life.

September 1 – November 15, 2006

Redwood Sciences Laboratory

Supervisor: Pablo Herrera

Position: Primary bird bander for Tortuguero Land Bird Monitoring Program

Duties: Managed 5 banding stations in Tortuguero National Park, Costa Rica. Conducted daily coastal migration censuses and site surveys. Also collected thorough wing morphology data of neotropical migrants and resident birds using Spanish & English terminology. Worked and hiked in a humid environment with heat, bugs and torrential rain while maintaining a positive disposition!

May - August 2006 & May 2005- August 2005

Point Blue Conservation Science

Lee Vining, CA 93541

Position: Lead bird bander

Supervisor: Sacha Heath

Duties: Supervised bird banding and education outreach program at Devil's Postpile National Monument. Responsibilities included training three interns in the MAPS banding protocol, compiling and writing end of season reports, data entry, and conducting sagebrush and riparian point counts. Also oversaw a USGS Sagebrush Obligate Birds Isotope Study.

Summer 2003- Front Royal, VA

Smithsonian Conservation Research Center

Supervisor: Dr. Victoria McDonald

Position: Field Crew Assistant

Duties: Conduct point counts and nest searching in eastern deciduous forests, keep detailed accounts of brood success and failure, data entry, band nestlings and draw blood for DNA. Work involved long, unsupervised hours in varying field conditions.

VOLUNTEER EXPERIENCE

Jan- Dec 2019—Downtown Winchester Economic Development Council

Council Member

Duties: Helped to spearhead a buy fresh, buy local campaign concert for downtown Winchester, VA. Designed marketing and promotion campaigns to increase visitation to city center businesses.

2008-2009 – Strasburg Tourism Council

Council Member

Duties: Collaborate in a community-operated committee to develop and design a marketing campaign for promoting tourism in Virginia's Northern Shenandoah Valley.

November 2006- Reserva Biológica Indio Maiz, Nicaragua

Bird Banding Trainer

Duties: Hiked into remote field stations to train nature reserve employees (in Spanish) how to properly band and identify resident tropical birds.

Fall 2001-Spring 2005

Lord Fairfax CC, Department of Natural Resources

Supervisor: Professor Rob Simpson

Duties: Field crew leader for the largest bird banding station in North America. Also responsible for computer data entry and keeping detailed records of daily activities for compiling end of day reports.

PUBLICATION

Willis, W. C., & Johnson, M. D. (2020). Political Ecology of Shade Coffee: Perspectives from Jamaican Blue Mountain Farmers. *Conservation and Society*, 18(3), 280.

AWARDS & HONORS

2017 Elected Employee of the Quarter & also Selected as American Bird Conservancy's Employee of the Year

2014 Nominated for Patricia O. McConkey Outstanding Graduate Student

2010 Awarded VA Green Restaurant Certification for Cristina's Café & local recognition from Strasburg Town Council

2007 University of Idaho Michael Frome Natural Resources Scholarship

2006 University of Idaho Florence Theodore Scholarship

2005 Academic excellence out of state tuition waiver University of Idaho

2004 Lord Fairfax CC Audubon Scholarship

2001 Lord Fairfax Community College "Best Public Speaker of the Year" Award

2000 "President's List" standing for 4.0 GPA during all semesters attended at Lord Fairfax Community College

Phi Theta Kappa member due to outstanding academic achievement