



Levi Novey

International Conservation  
and Sustainability Leader

Communications Portfolio



My mission is to help companies and organizations get powerful results in conservation and sustainability. Thanks for checking out some highlights from my communications work.





# Books

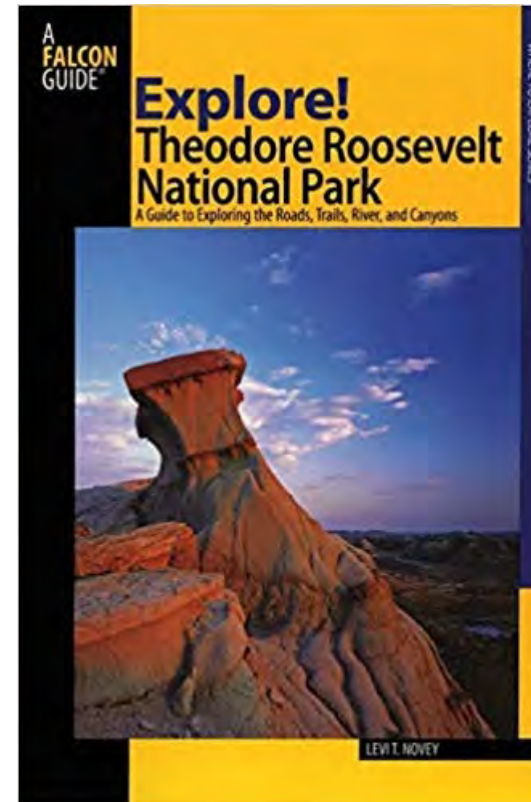


In a world filled with sad stories of people "gone bad," this book captures the stories of people who've "gone good."

- Janey on Amazon

I wish more teens would read this book. It is inspiring. If they don't know which way to go with their lives, this will help.

- Joan D. Kraus on Amazon



I was finding it difficult to find good information on Theodore Roosevelt National Park. This book was exactly what I was looking for and it did a great job describing turn by turn what to expect.

- Mark S. Kramer on Amazon

# Story Examples

I love writing and have published over 200 stories that reflect a variety of writing styles and formats. I have also written reports, scientific articles, and grey literature. Please click on the images below for some wildlife-focused examples.

## 7 Tips for a Successful Monarch Butterfly Pollinator Garden

U.S. Fish & Wildlife Service [Entomology](#)  
May 9, 2019 - 7 min read



## Using Social Media to Pilot an Anti-Wildlife Trafficking Campaign in Peru

August 29, 2016



## Introducing “The Avengers” for Baird’s Tapir Conservation

U.S. Fish & Wildlife Service  
Apr 25 - 11 min read



## Not Another Shark Movie: How a New Documentary Depicts Great White Sharks as More Than Just Killers

05/24/2010 08:43 pm ET | Updated Dec 06, 2017



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# Op-Ed Examples

I have written both my own op-eds and have ghost-written for senior leaders as well. The following examples are some of my own and can be read by clicking on the images.

You can also see [my full Huffington Post Archive](#) with 22 op-eds and stories.

Levi Novey, Contributor

Conservation & Natural Resource Management Professional | Director of Communications & Marketing at The Corps Network

## Cultivating the Next Generation of Conservation Leaders

03/20/2014 02:38 pm ET | Updated May 20, 2014

Levi Novey, Contributor

Conservation & Natural Resource Management Professional | Director of Communications & Marketing at The Corps Network

## The Amazon Rainforest is More Important than Electric Cars

07/03/2009 05:12 am ET | Updated May 25, 2011

Levi Novey, Contributor

Conservation & Natural Resource Management Professional | Director of Communications & Marketing at The Corps Network

## What the Battle Over the Arctic National Wildlife Refuge Tells Us about Public Opinion and Climate Change Legislation

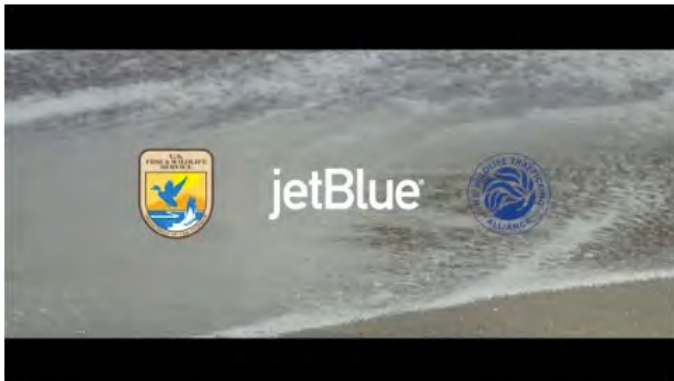
11/18/2009 05:12 am ET | Updated Dec 06, 2017

Why We Should Communicate, Rather Than Interpret: A Call to Arms



# Films

I love movies and am a big believer in the power of films to tell memorable stories and make an impact. Some of the recent projects I have produced and developed have been used to influence Congress, funders, U.S. government agencies, as well as the behavior of consumers traveling abroad to help protect endangered wildlife. They have generated excellent results.



Be a responsible tourist: a PSA from JetBlue ...



# Film Impact: Poachers and Protectors

In March of 2019, after two years leading the development of the new film Poachers and Protectors: The Story of Scarlet Macaws in Honduras, I developed a robust strategy to help the film make an impact.

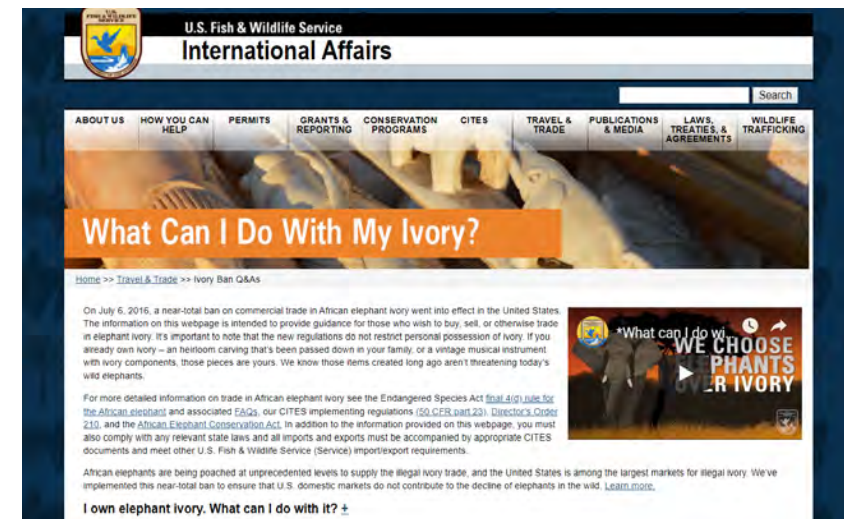
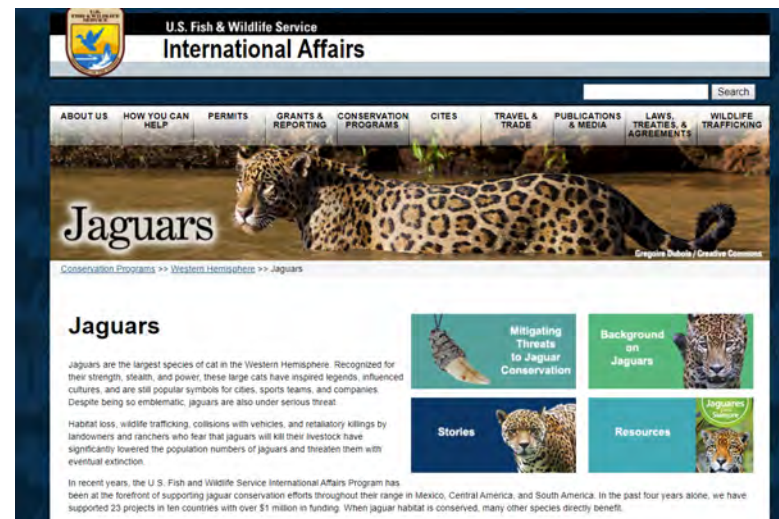
- We have shown the film to key Congressional staff on Capitol Hill, leading to the introduction of legislation that would potentially fund new parrot conservation efforts in Latin America through [the reauthorization of the Wild Bird Conservation Act](#).
- In its first week of online release, the film was shared by over 36 social media accounts from U.S. agencies and partner organizations, reaching a potential online audience of 4.5 million people.
- The film debuted at the Environmental Film Festival in the Nation's Capitol, and has been selected to six additional festivals so far. It was selected as best wildlife conservation film at the Reedy Reels Film Festival. In Honduras, the Spanish version has been screened in the communities where parrot conservation is taking place.
- [A story was published in Spanish](#) on Mongabay Latam about the film and the project it showcases. Earlier in the year our relationship-building around the project and film led to [an article in the Economist](#).





# Websites and Webpages

Webpages I recently created for the U.S. Fish and Wildlife Service on Scarlet Macaws and Jaguars have risen quickly in web search rankings to be top pages, and also have held readers for an average of 5 minutes each because of their high-quality, fun, interactive content, and modern design. In 2016, I redesigned our “What Can I Do With My Ivory” webpage to more efficiently explain key questions about complex subject matter, which ultimately curbed public concerns, saving the agency thousands of dollars in staff time spent responding to phone calls and emails.





# Public Speaking

At 19, I became a National Park Ranger in Boston National Historical Park, and began my career as a public speaker and spokesperson. Here are a few recent tweets, highlighting from my work with the U.S. Fish and Wildlife Service.

## 1<sup>st</sup> Conservation Marketing and Engagement Conference (2018)



## Zoohackathon at National Zoo (2016)



# Speech Writing for Others and Coaching

Throughout my career I have prepared talks, speeches, and remarks not only for myself, but also for senior leaders, people I am helping to champion, and colleagues who need coaching to confidently make a memorable impression and tell their stories.

I have written speeches that have been delivered at impressive locations including the White House, on Capitol Hill, at the United Nations, and in national parks. Examples are available upon request.





# Campaigns: Eli the Elk

In 2015, at a funder's request, I helped The Corps Network create a campaign to engage youth working on public lands to use social media to urge Congress to reauthorize the Land and Water Conservation Fund.

To do it, we created a new character called Eli the Elk. While the campaign was intended to be short, it was very effective.

Eli got lots of young people to make posts, and also engaged U.S. Forest Service Chief Tom Tidwell to participate, as well as Smokey Bear, and [U.S. Senator Tom Udall](#). He also got advice from Woodsy the Owl on Twitter.

See these highlights and others in [a roundup article we created on The Huffington Post](#).



# Campaigns: Central America Week

In 2016 I persuaded my colleagues at the U.S. Fish and Wildlife Service to create a Central America Week that would both engage our partners and raise visibility for our agency's Central America conservation strategy, focused on protecting the five largest remaining wild forests in the region. We convinced Wildlife Conservation Society to join us as a key partner in the campaign.

We developed [a wide variety of content](#) covering key species and the five forest areas, and wrote to our partners about the week and how they could participate. Ultimately 30 partners and additional organizations participated online through social media posts. The effort paid off as content was written and posted on [Mongabay](#), [National Geographic](#), and in regional Central American publications. The media outlet Voice of America became interested and they produced [an initial news segment](#), and later [four additional stories](#) in collaboration with that aired throughout Latin America in Spanish.





# Partnerships: JetBlue and USFWS

I lead a partnership for the U.S. Fish and Wildlife Service with JetBlue, focused on combating wildlife trafficking.

We have worked together to reach JetBlue's customers and staff through a variety of means, including production of an on-board video that was shown on all of JetBlue's flights for a period of time, reaching a potential audience of 35 million people.

We have also worked together to train JetBlue's Rapid Response Team to better respond to potential wildlife trafficking incidents on flights.

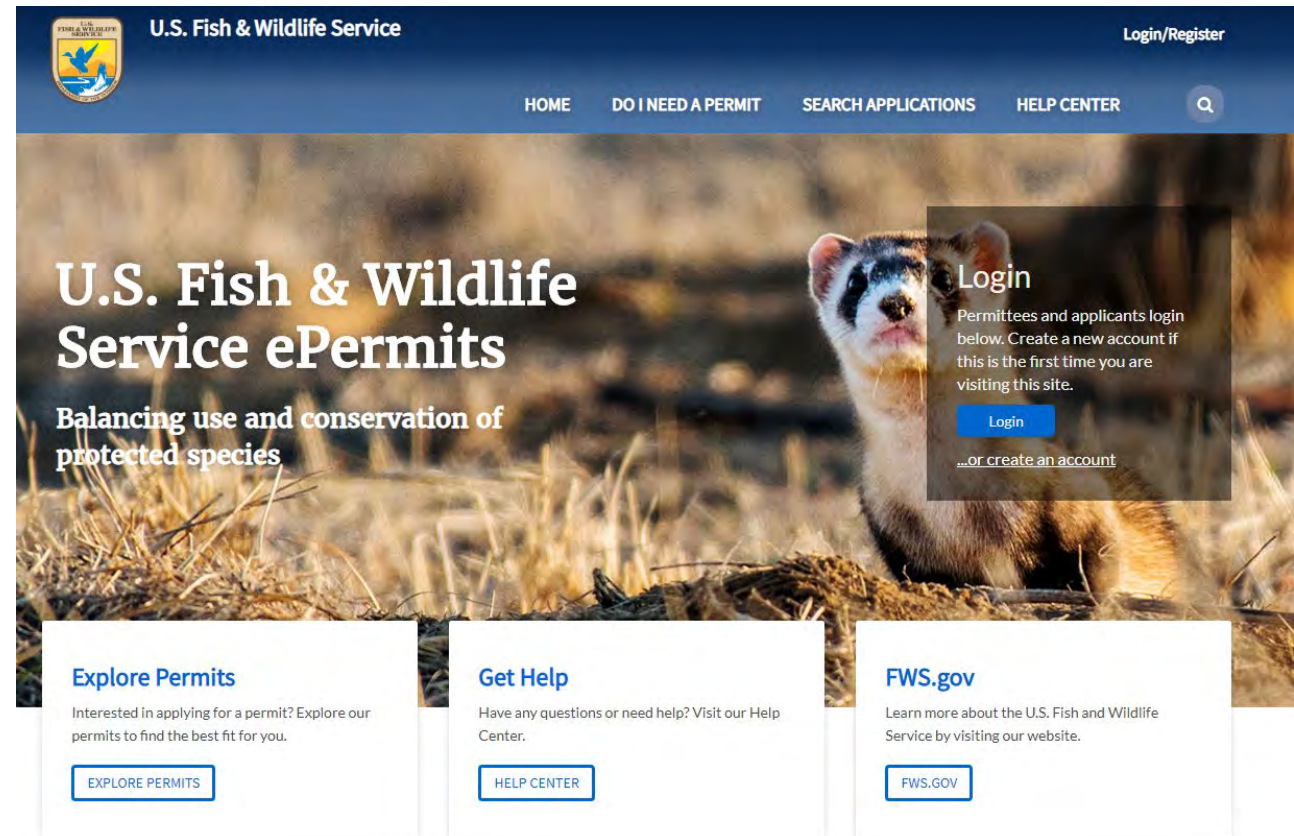
The JetBlue logo, featuring the word "jetBlue" in a blue, lowercase, sans-serif font.

The partnership has been featured at the United Nations, by [the U.S. State Department](#), [CNN Business](#), [National Geographic](#), [Now Grenada](#), [The Jamaica Observer](#), and was featured as “an innovative partnership” in a publication on [Trends and Tactics to Mainstream Sustainable Tourism](#).

# Project Management and Team Leadership

I love managing projects and leading teams to get successful results.

In 2020, I oversaw communications, public relations, and content creation for the launch of ePermits, an innovative \$5 million digital system to process 60,000 permit applications each year for the entire U.S. Fish and Wildlife Service. I lead a team of six staff from different agency programs and divisions to help make the project a success.





# Event Design, Marketing, and Execution

I have significant experience creating, marketing, organizing, and delivering a wide variety of both one-time and annual events, including conferences, workshops, volunteer activities, special presentations, lectures, parties, and fundraisers.

(Shown Right) I helped The Corps Network to launch its Annual [Day of Service](#) in the Nation's Capital, which has now grown and has continued for six years and counting.





# Communications Training and Mentorship



I enjoy training others in the conservation field on how to engage in successful communications efforts that help achieve their goals.

I recently co-led a communications training for the newly formed [Baird's Tapir Survival Alliance](#) in Costa Rica (shown here), which unites young conservationists in Central America fighting to save this critical and charismatic species.

The training was also attended by Carlos Manuel Rodriguez, Costa Rica's Minister of Environment and Energy.



# Graphic Design

While I will humbly say that there far more impressive graphic designers than me, I can certainly hold my own when it comes to designing and producing graphics, fact sheets, websites, posters, products, advertisements, publications, and other items.

## 9 Awesome Animals That Showcase Mexico's Biodiversity



An infographic showcasing Mexico's Biodiversity



A luggage tag for distribution with “Be Informed, Buy Informed” Brochures



A Fact Sheet for the USFWS Caribbean Grant Program

# Photography

I love taking photographs and have had my work featured in U.S. Fish and Wildlife Service and National Park Service publications as well as in places including [The Washington Post](#), [National Geographic web articles](#), guidebooks, and [National Park Passport stamps](#).

I recently developed and led a project to curate an image library for the International Program of the U.S. Fish and Wildlife Service with over 2,000 assets.





# Let's Connect!



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