

# LIZ FINCH

## PROFESSIONAL SUMMARY

Writer–editor dedicated to advancing animal welfare and wildlife conservation through ethical, evidence-based storytelling. Combines creative writing skill with program knowledge to craft clear, factual, and emotionally resonant messages that inspire action and build long-term support. Balances strategic planning with a deep respect for animal agency and community perspectives.

## COMMUNICATIONS SPECIALIST/STRATEGIST

### **Strategic Communications Consultant**, 01/1993 - Current

Liz Writes Stuff, LLC., Remote

Utilize exceptional research, interviewing, and writing to create engaging content for a wide range of clients. *See portfolio at [www.lizfinch70.com](http://www.lizfinch70.com) but projects include:*

- Print and web content for dozens of animal welfare organizations, showcasing expertise in mission-driven storytelling and supporter engagement.
- Direct mail content, annual reports, and fundraising documents for nonprofit animal welfare organizations.
- Online toolkit about building a strong, successful relationship between animal welfare organizations and private practice vets.
- Website articles about pet health, veterinary care, and behavior.
- Clients include Best Friends Animal Society, Southwest Wildlife Conservation Center, a cats-only veterinary clinic, Shelters United, and multiple rescue organizations and coalitions.

### **Interim Director of Marketing and Fundraising**, 08/2024 - 12/2024

Southwest Wildlife Conservation Center, Scottsdale, AZ

- Built and executed integrated content strategies highlighting the sanctuary's rescue and education programs.
- Produced feature stories, donor newsletters, and campaign materials that elevated brand visibility and revenue.
- Directed media assignments and asset management to strengthen storytelling consistency across platforms.
- Led planning for the center's 30th anniversary gala and major donor events, resulting in six-figure outcomes.

### **Senior Director**, 09/2005 - 01/2024

Best Friends Animal Society, Kanab, UT And Remote

- Directed comprehensive communications strategies across multiple animal welfare initiatives.

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 [www.lizfinch70.com](http://www.lizfinch70.com)

## SKILLS

- Animal Welfare & Conservation Storytelling
- Donor & Fundraising Communications
- Editorial Planning & Content Calendars
- Wildlife Education & Public Outreach
- Research, Interviewing & Fact-Checking
- Ethical & Culturally Inclusive Storytelling
- Collaboration with Biologists, Veterinarians & Advocates
- Press Releases, Q&As & Event Copywriting
- Multimedia Scripting (Video, Podcast, Tour Narratives)
- Grant & Proposal Support
- CMS & Email Platforms (WordPress, Constant Contact)
- Public Speaking & Media Preparation

- Developed and executed data-driven content strategies that increased program participation by 40%.
- Led cross-functional teams in creating advocacy materials and engagement campaigns.
- Managed complex stakeholder relationships across 15 departments while overseeing \$4M budget portfolio.
- Created targeted communications for major donors and institutional partners.

## **EDUCATION**

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### **Masters in Interdisciplinary Studies, (Nonprofit Mgmt/Animal Services Leadership)**

Southern Utah University - Cedar City, UT

### **Bachelor of Arts, (English)**

University of Iowa - Iowa City, IA

## **ADDITIONAL EXPERIENCE**

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### Emergency Response

- Connected rescue organizations with animals during Hurricane Katrina and Hurricane Harvey emergency response efforts.
- Coordinated 150-dog-rescue from Gabbs, NV, hoarding case.
- Provided direct animal caregiving during a 1,600 rabbit rescue in Reno NV; 200-cat rescue in Pahrump, NV; and Hurricane Harvey emergency response.

### Public Speaking

- Best Friends National Conference (multiple presentations on storytelling, Best Friends programs, community cats, hoarding)
- 6th annual Community Cats Podcast Online Conference (hoarding)
- Humane Society of the United States Annual Expo (breed labels)
- Petco cat conference (hoarding)
- Internal presentations (How to Start a Sanctuary workshop; strategic updates on Best Friends Network Partner program, Community Cats Program; use of new software/data management systems)
- External presentations to city/county councils, boards of directors, C-level senior leadership.

### Technology

- Proficient in computer and web applications, including Microsoft Office tools, Google suite, Adobe Creative Suite, Trello, Fetch, Workday, PowerPoint, Asana, Canva, Wix, WordPress, Constant Contact, Bloomerang, Slack, Hootsuite, Sharepoint, OneDrive, animal shelter management CMS (PetPoint, Shelterluy, Chameleon).
- SEO, web analytics.

## **VOLUNTEER**

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**Board of Directors, Vice President; Oct 2021 – Jan 2024** *Partners for People, Aztec, NM*

- Provide animal behavior consulting and resources to keep people and their pets together.
- Developed documents required for nonprofit formation.
- Creation of social media fundraising campaigns.

**Client Support; Jan 2019 - Jan 2020**

*Homeless ID Project, Phoenix, AZ*

- Assisted people experiencing homelessness with acquiring replacement identification documents (e.g., birth certificates).

**Board of Directors; Sept 2019 – Oct 2023** *Fearless Kitty Rescue, Fountain Hills, AZ*

- Participated in strategic planning to advance the organization's mission.
- Wrote newsletters and annual reports.
- Established social media calendar and set style guidelines.

**Board of Directors; January 2009 - January 2010**

*Best Friends Animal Society, Kanab, UT*

- Served during a transitional period when Best Friends was moving from a strictly founder-led board of directors to one that incorporated outside experts.
- Shared insights about the organization from a staff perspective to educate new board members on critical issues and needs.
- Contributed to creation of policy statements, endowment establishment, and other critical documents.