

KERRY F MORRISON

Strategic Communications & Public-Influence Leader

Portugal (Remote, Worldwide) | US: +1 (760) 481-4596 | PT: +351 913 986 010 | Kerry@KFMorrison.com | www.KFMorrison.com |
linkedin.com/in/KFMorrison

SUMMARY

Strategic communications leader who makes environmental care credible with the audiences conventional climate messaging loses: rural, traditional, and land-attached communities, reached by translating the science into the values and vernacular they already hold. Fifteen years spent building the capability for local people to carry that message themselves: standing up functions and movements from nothing, directing teams across four countries, and coaching residents and scientists to speak and be heard where opinion is formed. Leads with authority but not ego: sets the high standard, builds capacity, and leaves ownership local. US citizen; works remotely, with international range, Nevada LLC and European-hours/East Coast overlap.

SIGNATURE IMPACT

- **Over 10M impressions, on hard-to-reach audiences.** Drove more than ten million impressions across press, social, and film, and placed coverage in VICE, NBC, Discovery, Wired, Al Jazeera, the LA Times, and the Washington Post, reaching communities conventional climate messaging misses.
- **Built offerings and two platforms from the ground up.** Co-developed five service offerings at a climate-finance advisory (CarbonAccess, CapitalCatalyst, StrategySphere, The Market Signal, Market to Mandate), conceived and built the prototype for a billion-dollar-scale climate platform, and founded a movement from nothing.
- **Turned local people into the messengers.** Trained residents and scientists to speak to press and testify in their own words, and was, for years, the most outspoken public advocate for the restoration efforts at California's largest lake.
- **Helped secure hundreds of millions.** Led the communications and public-will effort behind the hundreds of millions in state and federal funding committed to the lake's restoration, while directing teams across four countries.

EXPERIENCE

Director of Strategic Engagement | Gordian Knot Strategies | Remote

Jan 2026 - Present

Boutique climate finance advisory spanning carbon markets, impact investing, and strategic climate solutions.

- Built the firm's first structured outreach and business development in an organization that had not previously run systematic outreach.
- Co-developed the firm's five service offerings (CarbonAccess, CapitalCatalyst, StrategySphere, The Market Signal, Market to Mandate); set up the CRM and repeatable outreach, prospecting, and pipeline-tracking. Authored environmental thought leadership pieces.
- Secured introductory meetings with senior professionals, government and country-level representatives across climate.
- Appeared on podcasts reaching international listeners. Conducted prospect research and supported client proposals and presentations.

Owner and Principal Consultant | KFMorrison LLC | Remote, US and EU

2010 - Present

- Runs a remote consulting practice in strategic planning, communications, and multimedia storytelling for mission-driven organizations, delivering marketing, branding, and digital work that strengthens partnerships, visibility, and funding.
- Advises mission-driven nonprofits across climate and natural resources, including a decade supporting a leading California water-policy nonprofit on Colorado River and Salton Sea issues.

Senior Consultant, Strategy and Green Innovation | World Systems Solutions | Remote

2022 - Jan 2026

- Conceived and built the prototype for ClimateScale GHG/Social Impact Credit Platform; directed a distributed international team across the US, Philippines, Argentina, and Germany to develop it, and convened multiple global climate forums of transdisciplinary leaders.
- Served as senior advisor to the CEO on communications strategy and digital content; led advanced copywriting for WSS publications and contributed to prototype development of PHOENIX, a billion-dollar-scale utility collaboration and crisis-response platform.
- Co-authored letters and publications on AI governance and presented them to US Senate offices and the global press; wrote outreach letters to US Governors, University Deans, and global religious leaders. Authored environmental thought-leadership pieces in print and video for global audiences.

Engagement Manager | 501 Commons | Remote

Feb 2020 - Mar 2023

- Improved departmental conversion rate by 99% over the prior eight-year average by redesigning client relations and pipeline system.
- Advised around 100 nonprofit and philanthropic organizations on strategic, technical, and process solutions; managed client relationships and agreements end to end.
- Handled strategic PR and partnerships consulting with upper management; worked donor-facing and produced fundraising and marketing materials.
- Managed the day-to-day work of a roughly 10-person technical team, setting priorities and tasks; collaborated directly with the CEO on strategic initiatives.

Founder and Executive Director | The EcoMedia Compass | CA and Remote*2011 - Feb 2026*

- Founded and led a 501(c)(3) nonprofit and the SOS Salton Sea movement, and for years was the most outspoken public advocate for the lake's restoration; led the communications and public-will effort behind the hundreds of millions in state and federal funding committed to it, working with the California Natural Resources Agency, State Assembly, and Senate.
- Led fundraising across channels: authored and secured grants, cultivated hundreds of donations, and secured six parcels of donated land; convened water import forums where billion-dollar engineering proposals met the officials who could fund them.
- Acted as the region's press lead for national and global media, placing coverage where solutions ran alongside the environmental and community damage; built and ran the largest social media and publications network the region had, for years reaching further than the responsible government agencies' own channels.
- Producer, SOS: The Salton Sea Walk (2017; 4 festival wins, 4 nominations; Amazon Prime Video); credited on a 4-time Emmy award-winning documentary; co-produced, directed, co-produced or appeared in dozens of other award winning documentary and news pieces, including Cannes World Film Festival winner The Jewels of the Salton Sea (2021).
- Founded community restoration centers in two towns; co-produced the world's largest "SOS" media event out of vehicles on a dry beach; convened, facilitated, and emceed 100+ community, government, and scientific gatherings and binational initiatives.
- Advised the Imperial Irrigation District, Imperial County, and CNRA leadership on PR, outreach and communications strategy.
- Wrote executive speeches and educational, press, and government copy; coached and media-trained residents to speak to press and testify effectively at state board and government meetings.
- Produced a regular stream of educational videos, STEM curriculum and digital content on the lake, its science, and its solutions, keeping the issue visible to the public and to decision-makers between milestones.
- Led public-education campaigns that converted awareness into action, including organizing and hosting livestreamed conferences of political and scientific leaders and a petition effort that helped move 7 cities to adopt supporting resolutions.

Committee Member, Long Range Planning and Outreach Committees | California Natural Resources Agency | CA 2016-2025

- Served in an individual capacity on two CNRA committees shaping environmental policy and public engagement for the Salton Sea region. Collaborated on ecological and community restoration plans, educational, event and media materials.

Mayor and Chamber Board President | West Shores Chamber of Commerce | CA*2016 - 2018*

- Reformed and rebuilt the Chamber and served as chief media liaison for four California communities.
- Regularly represented the region in State and Natural Resources forums on resource allocation, habitat, energy, and water.

Board Member | Sea and Desert Interpretive Association | Mecca, CA*2014 - 2016*

- Supported the Cal State Park Management Committee; facilitated grants; coordinated admin, budget, multimedia, events, and restoration project management.

Team Lead and Videographer | Greenpeace | Costa Mesa, CA*2010 - 2012*

- Fundraised approximately \$0.5M; led aerial photography for the I Love the Arctic campaign; supported staff as team lead and produced film and multimedia. Canvassed and recruited across CA, OR, and AZ, thousands of one-on-one public conversations that built a ground-level read on how people actually perceive climate, causes, and solutions.

Earlier: Filmmaker, Surfrider Foundation (Canada); helped run a music and production studio in Hollywood; Branch Supervisor, Downey Savings Bank, photography & videography.

EDUCATION

B.A., Public Relations and Multimedia Communications, California State University, Fullerton (Dean's List)

A.A., Psychology and Communications, Saddleback College; additional coursework at CSU San Marcos, San Diego City College, Palomar College, and Miramar College. Total college credits exceed those of a master's degree.

SKILLS

Science and technical translation for public audiences; audience insight and message testing; media relations and press strategy; trusted-messenger and spokesperson development; narrative, editorial, and brand strategy; digital, social, and emerging-channel strategy; executive thought leadership and speechwriting; team leadership and creative direction; managing consultants, agencies, and vendors; crisis and reputation communications; convening and facilitation; video and multimedia production; public speaking and broadcasting. Grounding systems-level thinking in joy, trust and human connection.

Tools: Proficient across many AI systems; Microsoft 365, Google Workspace, Salesforce, WordPress, Wix, Canva, Adobe, Monday, Slack, Final Cut Pro, Mailchimp, DocuSign.

Languages: English (native), Intermediate Portuguese, Intermediate Spanish.