

# Talya Tavor

5600 Wexford Rd. #3 Baltimore, MD 21209 ♦ [talya.tavor@gmail.com](mailto:talya.tavor@gmail.com) ♦ 847.997.0564

---

Deep commitment to identifying, training, and empowering communities in advocacy across the nation. Extensive winning background in creating and executing campaigns at the local, state, national, and international level. Focused on building long term, diverse power through strategic campaign planning and field execution.

## EXPERIENCE

### The Sierra Club, Baltimore, MD

Regional Campaign Director, Beyond Coal Campaign

**March 2020- Present**

- Direct all Beyond Coal campaign operations for the Eastern and upper Mid-western regions.
- Directly manage three Deputy Directors, one Campaign Representative, and seven Chapter Directors.
- Created and implemented a strategic regional campaign plan to advance the objectives of the Beyond Coal Campaign.
- Established a culture of inclusivity, silo-breaking, transparency between other campaigns and capacities that operate out of the Eastern region.
- Ensures strategic engagement of key environmental justice and other frontline community-based organizations in the region, key regional labor organizations, state/regional power generation stakeholders, state/regional elected and appointed decision makers, and executives in the renewable energy and efficiency industries to assure advancement of Sierra Club's priorities.
- Manages a six figure budget for both 501(c)(3) and 501(c)(4) funds.

### National Audubon Society, Washington, DC

National Campaign Manager

**October 2017 - November 2019**

- Led the Audubon effort which passed one of the strongest climate bills in the country, 100% Clean Electricity bill in WA.
- Published in-depth Audubon Campaign Advocacy Manual, teaching individuals interested in grassroots advocacy how to create a winning campaign from cradle to victory.
- Created and successfully ran Audubon's first SWOT field program - recruited and trained ten Audubon staff in gathering signatures for a ballot initiative.
- Recruited, hired, onboarded, and managed the statewide campaign managers and communication directors for priority states. Additionally managed a large team of contractors, fellows, interns, and volunteers in their work in supporting the national climate plan.
- Directed the climate policy team efforts across several national priority states. Demonstrated leadership and strategy expertise in creating and executing campaigns within matrixed systems of collaboration, and external coalitions.
- Focused on intersectionality, and immersing diversity, equity, and inclusion into all aspects of campaigns, materials, and trainings.
- Utilized tools to support the state specific campaigns success including EveryAction, and TargetSmart.

### The Climate Reality Project, Washington, DC

Program Director, I AM PRO SNOW,

**May 2015 - September 2017**

- Created and ran the *100% Committed* campaign, working to get mountain towns, resorts, and other businesses to commit to transition to 100% renewable electricity. Secured the commitments from over 40 cities, resorts and businesses world-wide to transition to 100% renewable electricity in less than 10 months, including cities like Salt Lake City, Utah, South Lake Tahoe, CA, and LAAX, Switzerland.
- Created, grew, and managed a programmatic budget of over \$500,000.
- Staff managed Regional Field Organizers, managed dozens of world-wide volunteers, and created the largest global coalition of mountain community members.
- Led the global effort to unify the winter sports and mountain community voice around COP 21, led negotiations to bring the group together. Created a historic sign on letter that represented the voices of over 200,000 CEOs, towns, professional athletes and ski areas worldwide in support of fighting climate change.

- Created and led, the Diversity, Equity and Inclusion working group at The Climate Reality Project.

## **Environment Maryland, Baltimore, MD**

Interim Executive Director

**February 2015 - May 2015**

- Met with Environment Maryland grant funders to communicate our campaign visions and progress.
- Lobbied elected officials on behalf of Environment Maryland's legislative agenda.
- Worked with the media to lead press conferences to release Environment Maryland Research and Policy Center Reports.

Lead Organizer

**August 2013 - Feb 2015**

- Managed national staff, including Campaign Organizer in Georgia, and managed 7 interns in Maryland.
- Organized around Environment Maryland's Go Solar Campaign, to push Maryland forward to 20% solar by 2025.
- Chaired the Maryland Climate Coalition Grassroots Committee.
- Ran the most successful summer canvass office in Environment Maryland history, managing dozens of full time staff, raising over \$210,000 vs. an original goal of raising \$127,000 and was the top fundraising canvass director in the country.

## **Work For Progress, Colorado Fair Share, Pueblo, CO**

Canvass Director

**August 2014 - October 2014**

- Directed the Pueblo, Colorado election office for the 2014 senate race in Colorado.
- Recruited staff from across the city, and had one of the biggest Work For Progress election offices in the state.
- Trained dozens of canvassers and field managers in election canvassing and leadership skills.
- Researched and gave briefings every day on various issues that were affected by the elections to educate and inspire staff.

## **Green Corps, The Field School for Environmental Organizing, National**

Field Organizer

**August 2012 - August**

**2013**

- Extensively trained on organization building, media outreach, recruitment, leadership management and development, strategic campaign planning, coalition building, fundraising, and public speaking.
- Launched and managed five successful campaigns across the country.
- Broke fundraising records for Green Corps fundraising and canvassing efforts.

## **Sam Singh for State Representative, Lansing, MI**

Finance Assistant

**April 2012 - August 2012**

- Managed day to day NGP fundraising operations.
- Identified and recruited new donors for Rep. Singh.
- Created and ran successful fundraising events for Rep. Singh that resulted in thousands of dollars in contributions.

## **Fund for the Public Interest, Evanston, IL**

Field Manager.

**May 2011 - August 2012**

- Recruited and trained dozens of canvassers to the Environment Illinois and Illinois PIRG summer campaigns.
- Organized canvassing turf, successfully managed to create more sites in top canvassing areas,
- Supported payroll and management of staff time.

## **EDUCATION**

**Bachelor of Arts in English Literature, with High Honors, Michigan State University**

**August 2008 - May 2012**

*Specialization: Peace and Justice, Environmental Justice. Concentration: Creative Writing.*

## **ACTIVITIES, AWARDS, and CONTINUED EDUCATION**

- Managing Director at Bird City Improv (2021-present)
- Educator at Bird City Improv (2019-present)
- Participant in the Rockwood Leadership Institute "Virtual Art of Leadership" five day training (2021).
- Participant in The Management Center's "Managing for Social Change" two day training (2021).

- Participant in The Management Center’s “Managing for Racial Equity, Inclusion and Results” three day training (2020).
- Founder, producer, and director of The Peeps Show, a unique performance featuring women and gender minorities in art and comedy (2018-2020).
- Received an honor from the White House Office of Science and Technology for I AM PRO SNOW work (Oct 2016).
- Board Member, The Sierra Club Maryland Chapter (2016).
- Participant in the Baltimore Racial Justice Action’s *Building Racial Justice in Baltimore—A Workshop for White People* (2015).
- MSU Student Led Clean Energy Working Group, *President and Founder*. (2009-2012).
- Cougar Award, Statewide Leader in Advancing Clean Energy Policy, Michigan Sierra Club (2011).
- MSU Sierra Student Coalition, MSU Beyond Coal Campaign, *President and Founder*. (2009-2012).

#### **REFERENCES AVAILABLE UPON REQUEST**