

# KARINA MUDD

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## EDUCATION

**UNIVERSITY OF CALIFORNIA, BERKELEY**, Berkeley, CA      Master of Development Practice, 2021  
Administered by the Goldman School of Public Policy & STEM certified      Cumulative GPA: 3.96  
**Concentration:** Graduate Certificate in Food Systems  
**Leadership roles:** BERC (Berkeley Energy & Resources Collaborative) Leadership Team, MDP Liaison

**CONNECTICUT COLLEGE**, New London, CT      Bachelor of Arts, 2010  
**Majors:** Sociology-based Human Relations and Dance (both with distinction)      Overall GPA: 3.92  
**Honors:** Phi Beta Kappa, Summa Cum Laude, Winthrop Scholar (top 3% of class)

**Skills:** Intermediate proficiency in Spanish (written and spoken); proficient with Microsoft Office Suite, MailChimp, Stata, Kumu, InDesign, WordPress, Adobe Photoshop, and; avid fly fisher and dancer.

## WORK EXPERIENCE

**ROOT SOLUTIONS**, Bay Area, CA

**Research Assistant & Co-Author**, June 2020–Present

- Contribute to multiple chapters for the forthcoming book, *Making Shift Happen*, a guide for behavior change practitioners working on environmental conservation efforts
- Research themes from cognitive psychology and behavioral economics to inform environmental behavior change techniques

**PROJECT 2030**, Bay Area, CA

**Research Consultant**, Spring 2021

- Conducted research to evaluate how farmland investment might accelerate the adoption of conservation and ‘regenerative’ agriculture practices, with a focus on social equity implications
- Interviewed 75+ individuals from agriculture industry associations, investment companies, nonprofits, advocacy groups, government agencies, academia, as well as farmers
- Synthesized findings into a 40-page report and provided recommendations for a pilot farmland investment trust

**CA GOVERNMENT OPERATIONS AGENCY**, Bay Area, CA

**Consultant**, Fall 2020

- Researched how to leverage State purchasing power to advance equity in California wildfire recovery efforts for the Department of General Services
- Conducted interviews with stakeholders and a procurement database analysis; synthesized findings and provided recommendations
- Designed a general framework for enhancing small and minority-owned business participation in State contracting opportunities

**BUILDON**, Oakland, CA

**Consultant**, Spring 2020

- Analyzed the impact and effectiveness of buildOn U.S. youth programs
- Suggested new methods for data collection and updated KPIs for improved measures of impact
- Updated buildOn’s Logic Model to include the organization’s impact on schools and communities
- Drafted a corresponding Theory of Change

## WORK EXPERIENCE CONT.

### **CINNABAR WINERY**, Saratoga, CA

#### **Chief Executive Officer**, 2016–2019

- Oversaw hiring and HR; revised employee handbook and renegotiated employee contracts
- Repositioned brand, launched new website, and authored all content for digital and printed materials
- Directed all marketing, social media, and outreach efforts
- Launched and managed an events program; quadrupled events revenue in two years
- Monitored sales and financial reports; implemented a new business plan, increased cash on hand by \$900k and cut operational expenses by 40% in two years
- Oversaw wine sourcing and production; relocated to a new processing site and reduced cost of goods
- Negotiated and oversaw the sale of the business

### **COUNCIL ON FOREIGN RELATIONS (CFR)**, New York, NY

#### **Assistant Director, Special Projects**, 2015–2016

- Planned and led trips for leadership donors to government agencies for exclusive meetings with high-level officials at the DOE, DHS, CIA, and DOC
- Crafted donor strategies and managed research for \$150M capital campaign; helped to raise \$77M over two years

#### **Development Coordinator**, 2014–2015

- Drafted grant proposals, reports, and budgets to facilitate institutional grant-making to CFR
- Assisted with annual fund appeal, which grossed an increase of \$2M from FY13–FY15
- Cultivated and managed relationships with contacts at corporations and foundations

#### **Development Associate**, 2012–2014

- Conducted research on prospective donors and prepared background briefs for CFR President and Board chairs
- Wrote program reports, updates, and appeals for donors on a range of foreign policy topics

### **FOREIGN AFFAIRS MAGAZINE**, New York, NY

#### **Advertising Intern**, 2012

- Designed media kits for sales team and organized debates and forums for *Foreign Affairs Live* event series
- Planned and executed debates, panels, and forums for *Foreign Affairs Live* event series

### **ROCHA DANCE THEATER**, New York, NY

#### **Public Relations Manager, Fundraiser, and Dancer**, 2010–2012

- Directed advertising and fundraising campaigns; organized and performed in benefit events
- Wrote press releases, edited press kits, and promoted shows via social media and newsletters

### **CARE2.COM, INC.**, Redwood City, CA

#### **Campaigns Intern**, 2009

- Wrote petitions, newsletters, and blogs to garner support for donation-based campaigns for various social and environmental initiatives

## VOLUNTEER WORK

### **UPWARDLY GLOBAL**, New York & San Francisco

#### **Mentor**, 2014–Present

- Advise skilled immigrants on U.S. job application processes and help bridge cross-cultural communication gaps
- Edit job-seekers' resumes and cover letters, and help polish their interviewing and networking skills