

## Haley Littleton

### Associate Director of Marketing



Haley Littleton is the associate director of marketing for Western Resource Advocates (WRA), where she is responsible for developing and implementing integrated marketing communications strategies to cultivate supporters, implement and strengthen WRA's brand and visibility, enhance the organization's thought leadership and reputation among key audiences, increase online presence, and achieve programmatic goals to advance overall work. Littleton collaborates with development, government affairs, and program staff to drive content marketing campaigns, support and implement fundraising and policy advocacy efforts. She oversees a team that includes graphic design, digital engagement, and multimedia production.

Littleton grew up in South Carolina, at the base of the Appalachian Mountains. Her childhood experiences in Pisgah National Forest, Great Smoky Mountain National Park, and the coastal marshes of Beaufort developed into an appreciation for nature. After moving to Colorado for college, inspired by family ski trips, this love intensified via outdoor recreation through skiing, mountain biking, trail running, and backpacking. In graduate school, she found her calling researching narratives in environmental literary theory and how rhetoric can be used in the climate change movement to inspire political consensus and action. Littleton received a Master of Arts in Literature and Creative Writing from the University of Denver in 2016.

Littleton has extensive experience in the communications and editorial field working with literary magazines, outdoor industry publications, including a mentorship-based women's outdoor advocacy organization that worked to develop female writers in the outdoor industry, and environmental outlets. Prior to joining WRA, she worked for an international peacebuilding nonprofit, One Earth Future, managing global communication strategy and production across six different programs in Somalia/Somaliland, Colombia, Vienna, and Washington, D.C. Littleton also managed communications, media relations, and marketing for the Town of Breckenridge, Colo., with a focus on sustainable economic development, equity and inclusion, and climate impacts to mountain communities.

Littleton is a TEDx speaker whose talk "Retreat and Return" explored the role that personal epiphanies in nature, ritual, and storytelling play in inspiring action on climate change. While at the Town of Breckenridge, Littleton assisted the town in securing a Mountain IDEAL Sustainable Destination certification and implementing Diversity, Equity, and Inclusion commitments by creating the Breckenridge Social Equity Advisory Commission. Littleton has spoken on various allyship panels, including one for the Aspen Institute. At One Earth Future, she worked to scale programs globally and collaborated with stakeholders including the Alliance for Peacebuilding, Peace and Security Funders Group, United Nations, European Union, Swedish International Development Cooperation Agency, Norfund, and Danish International Development Agency.

Littleton is most looking forward to taking her marketing and editorial experience, along with her graduate research, and translating them into compelling stories about the West that motivates individuals to act. Littleton believes that everyone can be compelled to care about the climate through experiences that develop love for local landscapes.

In her spare time, Littleton does advocacy work for increased outdoor access, libraries, equity, and the arts. She serves as the President of the Board of Trustees for Summit County Libraries, coaches Ski Racing Development with Team Summit Colorado, and coaches middle school girls' mountain biking with the Cycle Effect. When not reading, writing, or cooking, she is somewhere in the backcountry on her mountain bike or skis.

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