

Christie Silverstein, APR **Marketing and Communication Director**



Christie Silverstein is the marketing and communications director at Western Resource Advocates (WRA), where she leads a team of dedicated professionals to advance the organization's climate policy goals by positioning WRA experts as thought leaders in conservation. She is responsible for developing and implementing integrated marketing communications strategies to cultivate a base of advocates and supporters, enhance WRA's reputation, and ultimately achieve the organization's policy goals.

As someone who loves spending time in nature Silverstein is driven by her dream to see her own children and their generation enjoy our Western landscapes. She came to WRA with more than two decades of experience in the nonprofit world, where she successfully translated strategic ideas into action plans and outputs in sectors close to her heart. These experiences gave her the chance to drive positive change in her community and for generations to come.

Prior to joining WRA in 2021, she served as the vice president of public engagement for Expect More Arizona, a nonprofit education advocacy organization working to ensure every child in Arizona receives an excellent education every step of the way. She was responsible for helping to develop and execute the organization's external engagement strategy to inform and mobilize Arizonans to take action on critical education issues. As part of her role, she orchestrated the Arizona Public Engagement Task Force, a coalition of more than 150 individual members representing 80 partner organizations working together to raise awareness and build support for higher academics.

She also oversaw communications for the transition and expansion of a major Arizona thinktank from regional to statewide, including rebranding with a new name: Arizona Forward. Whether orchestrating community meetings, organizing press conferences or crafting content for storytelling with a purpose, Silverstein has worked for a myriad of causes across a variety of industries including higher education, not-for-profit, real estate, healthcare, and more.

In 2019, Silverstein received the Percy Award from the Public Relations Society of America's (PRSA) Phoenix Chapter, which is awarded to one professional each year who has demonstrated excellence in the practice of public relations and has made positive contributions to the Phoenix community. She has served on the board of directors for PRSA's Phoenix Chapter as well as the executive board for the Arizona School Public Relations Association. She is currently an active member of PRSA Phoenix.

Silverstein obtained her Bachelor of Science in Communications from Florida International University. She later received her accreditation in public relations in 2007, which is one of the highest marks of distinction that a public relations professional can acquire.

Today, Silverstein resides in Arizona with her partner and two very active children. She loves to explore new places and go on adventures throughout the West, though she can most often be found hiking in Thunderbird Conservation Park near her home.

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