

Lynn Warren Digital Engagement Specialist



Lynn Warren is the digital engagement specialist at Western Resource Advocates (WRA), where she crafts strategies to grow the organization's digital presence and engage supporters across the West. Her role includes developing targeted email campaigns, managing website content, supporting fundraising initiatives, and using data-driven insights to reach key audiences. With a focus on accessibility and inclusive messaging, she ensures that WRA's digital communications resonate with diverse communities and inspire action on clean energy, water conservation, and wildlife protection.

When she joined WRA in August 2023, Warren already boasted more than a decade of experience in advocacy, marketing, and political organizing. Her career began as a legislative aide at the Colorado State Capitol, where she honed her skills in research, stakeholder engagement, and policy development. From there, she transitioned to working in Oregon's wine industry, where her knack for customer engagement and leadership led her to marketing and management roles at family-owned wineries.

Her experience with grassroots advocacy deepened while working as a digital organizer at Environment America. There, she spearheaded multi-channel campaigns to protect public lands, including efforts to safeguard Alaska's Tongass National Forest. Her work extended to social justice initiatives as part of U.S. PIRG's digital campaign to increase COVID-19 vaccination rates, using targeted outreach to engage young adults and small communities.

Thanks to Warren's diverse background across marketing, advocacy, and communications, she is equipped to engage WRA's supporters in fresh, effective ways. At WRA, she takes pride in making complex issues accessible to a broader audience by translating technical policy topics into clear, compelling messages that drive action.

Warren's passion for environmental protection is rooted in lived experience. Her perspective on environmental issues shifted after spending time in the Middle East, where she saw firsthand how water scarcity and fossil fuel dependence affected daily life. These experiences solidified her commitment to environmental justice and climate action. She believes that a sustainable future is within reach and is driven by the possibility of creating a more resilient, inclusive world.

Warren holds a Bachelor of Arts in Philosophy from George Fox University. Outside of work, she enjoys singing in choirs, hiking, road trips, and hunting for the perfect bottle of Pinot Noir.

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