

# Claudia Pineda Tibbs

## Professional Goals

To create a culture that promotes collaboration, open communication, justice, equity, and inclusion in order to democratize science, conservation and advocacy on behalf of social and environmental justice issues.

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## Contact Information

**Website:**  
cptibbs.com

## Work Experience

### Monterey Bay Aquarium

#### Sustainability Manager | November 2017 - Present

- Provide management and oversight of environmental sustainability initiatives and projects across the multi-campus organization.
- Project manage implementation of the organization's sustainability plan.
- Develop sustainability-related content in support of ocean conservation outreach.
- Develop sustainability-related trainings and events for staff.
- Manage the sustainability program budget.
- Chair the organization's cross-divisional Sustainability Committee.
- Serve as Vice Chair for the Association of Zoos and Aquariums Green Scientific Advisory Group.

#### Senior Education Specialist | 2013 - 2017 ; 2006-2012

- Executed the Ocean Plastic Pollution Summit year-long teacher training program focused on developing student-led action projects that reduce single-use plastic consumption at their school and community.
- Managed science-education content and produced stories on behalf of the Education Division.
- Taught marine science bilingual school visit programs in-person and online for grade levels preK-12.

#### Marketing and Public Relations Coordinator | 2012 - 2013

- Grew and maintained Latinx demographic segmentation by generating Spanish-language online and social media content in addition to utilizing paid and earned media to amplify culturally relevant ocean conservation messaging.
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## Academic History

### California State University, Monterey Bay

#### B.S. Earth Systems, Science, and Policy

Concentration: Marine and Coastal Ecology

- Senior Capstone: Measuring the Abundance and Distribution of Native and Non-Native Crabs at Elkhorn Slough National Estuarine Research Reserve
  - Courses: Chemistry, Biology, Physics, Environmental Justice, Water Law and Policy, Qualitative and Quantitative Field Methods, Marine Science, Zoology, California Ecosystems
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## Specializations

- Energy and water conservation
- Zero waste
- Social media content development
- Public speaking
- Bilingual communication
- Science communication
- Science interpretation

## Languages Spoken

### English

- Proficient

### Spanish

- Native speaker