

# NICOLE COUSINO

nicolecous@gmail.com

510-684-9892

Innovative strategist and researcher with an emphasis on sustainability. With 20+ years experience in creative practice coupled with 10+ years in strategic project development and actualization, I bring a unique approach to any challenge. I relish seemingly disparate connections and alternative possibilities and bring a diverse tool kit built from a truly eclectic range of professional experiences.

## KEY SKILL

## AREAS

- Sustainability Planning
- Human Centered Design
- Competitive Research/Market Insight
- Qualitative Research and Analysis
- Ethnography & Social Interception
- Documentary Filmmaking
- Storytelling
- Survey Development and Analysis
- Cross Silo Engagement
- Vision into Action/Strategic Plan Development
- Dynamic & Static Presentations & Info Graphics
- Creative Practice
- Spatial Design/Landscape Architecture
- Environmental Planning

## RELEVANT EMPLOYMENT HISTORY

### FOUNDER/CEO 5/15- Present

Nature Commode Sanitation/Nutrient Cycling Services, Portland, OR

**startup - research/analysis - client development - competitive research/market insight - product design/fabrication - marketing/brand development**

Launched the first commercial portable compost toilet company in the United States. With the intention of revolutionizing portable sanitation and raising awareness about ecological sanitation and nutrient cycling, my company designs, fabricates and deploys unique, chemical free portable restrooms. Additionally, the toilet's exterior is clad in information graphics giving the unit a dual function as an educational kiosk. To date the company has exposed over 200,000 to ecological sanitation.

### NATURAL FERTILIZER MARKET ASSESSMENT PROJECT 2015

Western Sustainable Agriculture Research & Education Grant Funded Project

**market analysis - qualitative research - field research - creative practice**

This USDA funded research project investigated the viability of urine based fertilizer and public attitudes regarding urine fertilized produce. I enlisted four organic farmers to test urine, as fertilizer, on corn crops and a Portland based consulting firm to conduct focus groups. Additionally, I surveyed small farmers, in Oregon, regarding the utilization of urine based fertilizer. I created an accompanying educational website and short animation on nutrient cycling.

### SUSTAINABILITY COORDINATOR 2009- 2013

City of Gresham, Gresham, OR

**sustainability planning - cross silo engagement - strategic plan development - marketing/communications**

Facilitated work groups with representation from all of the City's departments, a unique accomplishment in the highly siloed organization. Based on the work groups' input, I reframed the focus for the City's first sustainability plan, authored the plan and secured its adoption by the city council. This project entailed extensive research, facilitation of cross-departmental engagement, continual reassessment and proposal development and production of both written reports and visual presentations. Additionally, I led the residential market engagement program for solar and energy efficiency opportunities, including creating a nationally recognized marketing package.

### **LEAD RESEARCHER 2003**

Philadelphia Fry-O-Diesel, Philadelphia, PA

#### **competitive research/market insight - strategic plan development**

Conducted extensive research into both feedstock availability and technological opportunities for an organization exploring the feasibility of becoming a biodiesel producer in a very nascent renewable fuel industry. Based on my recommendations, Philadelphia Fry-O-Diesel became the first biodiesel producer in the US to use trap grease as a feedstock. I co-authored a successful \$250,000 grant proposal, providing the organization critical seed funds.

### **PRODUCER/DIRECTOR 2002**

Concrete & Sunshine Documentary

#### **qualitative research and analysis - documentary filmmaking - ethnography/social intervention - creative practice**

Wrote/directed/produced a 60-minute documentary on California's prison system with a focus on Pelican Bay Super Maximum Security Prison and the use of solitary confinement. Interviews were conducted with prisoners in solitary confinement at Pelican Bay Prison for men and Valley State Prison for women and with community members impacted by prison expansion.

### **LEAD RESEARCHER 1999**

Laborers of Southern California, El Monte, CA

#### **competitive research/market insight - strategic plan development - creative practice**

Created a database on the construction industry of Southern California. Developed creative strategies and outreach materials for labor campaigns.

### **CO-PRODUCER/DIRECTOR 1995**

Fat of the Land Documentary

#### **qualitative research and analysis - documentary filmmaking - ethnography/social intervention - creative practice**

Conducted extensive research on the conventional and renewable fuel industry. Conducted interviews with renewable fuel experts across the United States. Wrote/directed/edited a 60-minute documentary on biodiesel and its potential to disrupt the fossil fuel market.

## **EDUCATION**

- MLA 2009** Landscape Architecture, College of Environmental Design, University of California, Berkeley, CA
- MFA 1997** Fine Arts, Rutgers University
- BA 1990** Fine Arts, Inter-Arts Department, Minor in Cultural Anthropology, San Francisco State University