

Ian Wilker

Web Strategist | Project Manager | Communications Consultant

iwilker@gmail.com

Summary

I'm a communications and IT consultant; I specialize in helping nonprofits leverage participatory media and emerging web technologies to connect with their natural constituencies.

Prior to hanging out a shingle in Asheville, North Carolina, I worked in New York as a book editor, travel writer, website producer, and most recently as website managing editor for the Natural Resources Defense Council. I continue to do a lot of work for NRDC, managing online-community initiatives and serving as OnEarth Magazine's new-media editor, among other things.

Specialties

mission-driven blogging, content development; website project management; managing/nurturing online communities; information architecture; online branding and identity; online advocacy campaigns; social-media models and emerging technologies; training and coaching staff to blog effectively and to leverage other social-web tools; web2.0 services and their integration into an enterprise's internal/external communications and workflow; writing/editing, fluent knowledge of environmental issues.

Experience

consultant and sole proprietor at roots.lab LLC

January 2007 - Present (1 year 3 months)

My consultancy, roots.lab, helps nonprofits leverage the social web. I continue to do much work with NRDC, aiding this large advocacy group connect with new constituents and deepen existing relationships via staff use of social media. Sampling of current projects:

» Developed, evangelized, and now help to implement and manage a comprehensive social-web strategy for NRDC that includes extensive employee blogging and widespread staff adoption of various other social-web tools and services.

» Manager of switchboard.nrdc.org, an enterprise blogging platform for NRDC staffers. (Launched in mid-2007, this site now has some 50 staff contributors who've written more than 1,000 blog entries; its RSS feeds provide fresh content to numerous NRDC websites.)

» Led strategy and IA portions of relaunch of www.onearth.org, the website of NRDC's award-winning OnEarth Magazine.

» Drafted and achieved institutional adoption of employee blogging/social networking policy.

Managing Editor, NRDC.org at Natural Resources Defense Council

January 2001 - December 2006 (6 years)

Direct the day-to-day editorial and production operations of this large nonprofit advocacy group's web team; develop and execute special projects and initiatives that further NRDC's fundraising, strategic-communications, and policy goals.

1 recommendation available upon request

Senior Producer at GORP.com

1999 - 2000 (1 year)

Editorial project manager for market-leading outdoor-recreation website.

Editor at Macmillan General Reference

1991 - 1996 (5 years)

Copy Editor at Chelsea House Publishers

1990 - 1991 (1 year)

Education

New York University

1983 - 1988

Interests

social software, participatory media, cluetrain, online communities, nonprofit advocacy, the book industry, amateur naturalism, birding,

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1 person has recommended Ian

"Ian's passion for the leading-edge of cutting-edge Web technologies is contagious. Combined with his compelling writing style, he's the visionary writer/editor that every Web team needs."

— **Amanda Steinberg**, *Internet Consultant, NRDC, Self-Employed*, was a consultant or contractor to Ian at Natural Resources Defense Council

[Contact Ian on LinkedIn](#)