

DUSTIN TYLER JOYCE

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Management ■ Communications ■ Governmental & urban affairs

I support clients' efforts to achieve and surpass goals through meaningful interactions with elected officials, strengthening support for proactive public policy, and effective operations management.

I strengthen relations with partners and build collaborative networks.

I built a consortium that organized events in dozens of cities to offer low-income families free help from professional financial advisors.

I develop scalable, effective programs.

I designed and launched a new initiative that provided grants to cities to incorporate financial education into summer youth employment programs.

I develop campaigns that engage the public and promote action.

I worked with partners to help residents of one U.S. city collectively build over \$1 million in savings and reduced personal debt.

I help audiences grasp complex data and ideas.

I worked with mayors to present reports using visual aids that gave an immediate understanding of metropolitan areas' role in the national economy.

» Experience

New York City

2011–present

Freelancer working in design, marketing, and governmental and urban affairs.

Independent consultant

- ▶ Developed marketing materials and strategy to promote a nonprofit consortium's series of 30 events across the United States.
- ▶ Judged applications for grants to enhance city governments' education efforts.
- ▶ Honed messaging for major economic report that received national media coverage.

Transportation for America

Washington, D.C.

Mid-2011

Organized support for reform of U.S. surface transportation policy.

Outreach specialist

Organizer, municipal government and business outreach

- ▶ Enhanced grassroots outreach to local elected officials and the private sector by directly engaging partners to build support for innovative transportation policy.
- ▶ Advocated for economic growth, livability, and sustainability among public and private-sector stakeholders.

Development Initiatives, Inc.

Washington, D.C.

2006–2011

Helped mayors and policymakers understand and support policies and programs that benefit cities and metropolitan areas.

Director, special projects and research

Associate director, Council for the New American City The United States Conference of Mayors (USCM)

- ▶ Improved the presentation and public understanding of Metro Economies Reports in cooperation with mayors and their staffs.
- ▶ Recruited new corporate sponsor to help mayors respond to and mitigate the mortgage crisis in their cities.

Manager, DollarWise: USCM's nationwide financial education campaign

- ▶ Expanded program membership threefold by cultivating contacts with mayors and staff.
- ▶ Doubled program budget by securing additional sponsors and increasing commitment of existing sponsor.
- ▶ Launched and managed two new nationwide programs, the Summer Youth Campaign and Financial Planning Days.

Advisor, FAMA/FEMSA Governmental Affairs Committee

- ▶ Enhanced the quality and professionalism of internal and external communications.
- ▶ Facilitated contact between association members and congressional delegations.
- ▶ Successful in maintaining and increasing federal appropriations for key grants programs.

» Skills

- ▶ **Practical expertise** in local governments, the legislative process, and federal agencies
 - ▶ Tracking **legislation** and appropriations
 - ▶ **Policy analysis and research**, government program guidance, and collection of anecdotal and quantitative data
 - ▶ Building and maintaining **relationships with key partners and elected officials**
 - ▶ **Budget management**, reaching financial targets, and using funds effectively and efficiently
 - ▶ **Meeting planning** and event coordination
- ▶ **Graphic design**
 - ▶ Advanced proficiency in the **Adobe Creative Suite** (InDesign, Illustrator, Photoshop) and PowerPoint
 - ▶ Writing, editing, and designing press releases, publications, and other **high-profile communications**
 - ▶ **Coordinate effectively** among groups with conflicting funding and political priorities
 - ▶ Skilled **project management** with attention to both detail and political sensitivities
 - ▶ Long-range **strategic planning**
 - ▶ **Team leadership** and managing project workflow

Bilingual in English and French

» Education

University of Utah
Salt Lake City, Utah

<i>majors</i>	<i>attended</i>	GPA 3.956
▶ urban planning ▶ French	2003–2006	

International studies

- ▶ **Spring 2006** | French
Institut d'Études Françaises pour Étudiants Étrangers, Aix-en-Provence, France
- ▶ **Fall 2005** | Urban planning
Radboud Universiteit Nijmegen, The Netherlands
- ▶ **Summer 2004** | French
Institut de Tourraine, Tours, France

Honors Think Tank, 2004–2005: The revitalization of downtown Salt Lake City

- ▶ Group of 14 honors students engaged in year-long interdisciplinary study of the history and future of downtown Salt Lake City, including ethnography, economic development, and transit expansion.

What I believe

I believe in cities.

Making cities sustainable and economically vibrant is key to making them livable and equitable, offering all their residents the opportunity to pursue their dreams.

I believe in collaboration and public advocacy.

Government at all levels – federal, state, and local – can and should be responsive to the needs and aspirations of every citizen and resident, allowing them access to cultural, educational, recreational, and employment opportunities.

I believe in balanced, alternative transportation.

Building a comprehensive transportation system that accommodates all users and makes wise use of financial and environmental resources will position our city and our nation to be economically strong and competitive in the 21st century.

I believe in being anxiously engaged in good causes.

Societal change starts at the personal and community level – and with me. Individuals and organizations have an obligation to act with conscience, not just convenience. Making the world a better place is not idealism; it's desirable, it's necessary, and it's possible.