

Nick Wiggins, CPRP

Overview

Environmentally focused leader with 7+ years of experience in urban planning, project management, communications, visual design, and marketing. Expertise in urban and environmental planning, strategic development, outreach, and branding to foster engagement, advance organizational missions, and drive sustainable growth.

About

I am a results-driven leader with over seven years of experience in urban and environmental planning, project management, community engagement, outreach, communications, and marketing. My planning career has focused on communications and visual design, where I have a strong track record in leading teams, crafting and implementing effective plans, communication strategies, and related media for diverse audiences. I am adept at managing digital platforms and content management systems, developing impactful visual identities, and leading branding initiatives. My background includes successes in independent and remote team collaboration on comprehensive development of content across various media, including audio and video.

Education

Aug 2016 - Jun 2018
**Master's Degree,
City and Regional Planning**
University of Memphis

Aug 2012 - Jun 2014
**Bachelor's Degree,
History**
University of Memphis

Technical & Other

- Certified Park and Recreation Professional
- Adobe Creative Suite
- Canva
- ArcGIS Online
- ArcGIS Pro
- AutoCAD
- 3D Modeling & Design
- Web Design, UX
- Microsoft Office Suite

Work Experience

Oct 2024 - Current
Planning & Capacity Building Associate
The Cadmus Group

Key Responsibilities

Lead and oversee development of technical assistance for the Reconnecting Communities Institute for the United States Department of Transportation. Manage and create all outreach and media communication for technical assistance sessions.

Key Accomplishments

- Delivery of over 11 hours of technical assistance to 42 communities in 35 states.
- Creation of Group Technical Assistance Delivery Standard Operating Procedures Multimedia Training Program.

Feb 2024 - Oct 2024

Planner II
City of Memphis Office of Comprehensive Planning

Key Responsibilities

Manage communications, marketing, and outreach for the Memphis 3.0 Comprehensive Plan, including associated grants and city projects. Conduct consistency analysis for development applications to ensure alignment with the comprehensive plan.

Key Accomplishments

- Creation of Memphis 3.0 Comprehensive Plan Five-Year Update Marketing & Communications Plan and associated content.
- Completed redesign of Memphis 3.0 website to more equitably communicate goals, structure, and efficacy of the comprehensive plan.
- Increased web traffic, outreach open rates, social media followers by 30% through execution of marketing strategy.

Aug 2018 - Feb 2024

Community Conservation Manager
Wolf River Conservancy

Key Responsibilities

Manage projects, operations, communications, marketing, outreach, programming, and staff for the Wolf River Greenway Trail and associated conservation easements within the City of Memphis, serving 370,000 annually.

Key Accomplishments

- Generated detailed capital campaign demographic research and analysis that assisted in a \$10.3 million grant from the State of Tennessee.
- Increased annual Outdoor Recreation Program attendance by 150% through planning, execution, and supervision of new programs, exceeding KPIs.
- Increased department budget by \$100,000 through creation of annual Wolf River Greenway Trail Activation Plan.
- Saved 67% of operations staff time through allocation of planned and budgeted technology/equipment.
- Inspected and reported on 2,125 acres of conservation and parkland annually ensuring compliance with Land Trust Alliance Accreditation Standards.
- Launched outreach and branding awareness campaign increasing social media following by 90% through unique and authentic content creation.
- Engaged and led over 2000 volunteers in conservation and habitat restoration service in the Wolf River Watershed.