

# Center Spotlight: Tiffany Coyle, Marketing Account Associate

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*Tiffany is responsible for coordinating marketing pieces for the Center for Green Schools, as well as other initiatives at USGBC. She concentrates on ways to get the Center's message out to folks and give them the tools they need to empower their local movement for sustainability. This comes in all forms and can be a simple sheet of paper with a web address to a complex guidebook to a really fun interactive digital element.*

**Position:** Marketing Account Associate

**Current location:** Washington, DC

**Hometown:** Memphis, TN

**College Name:** Boston University

**Degrees:** BA in Political Science and Latin American Studies

**Previous experience (prior to USGBC):** I definitely took the scenic route to USGBC. During school, I interned at ACCION International, a microfinance organization that support small loans to individuals in developing countries. I decided on a whim to move to DC and tried my hand at different jobs to find the best fit – hospitality, administration, finance.

**Little Known Fact:** I can trace my family back to 13th century Scotland.

**What brought you to USGBC?** Three things: The Nature of Things episode “Build Green,” Dwell magazine and my mother. I’ve always liked the aesthetic of modern architecture and design (my subscription to dwell) and grew up being surrounded by thoughtful design (my mother’s an interior designer). It wasn’t until I started reading more about the process behind design and learning about innovations in technology (watching that episode of The Nature of Things) that I thought “Whoa, that is so cool. I need to get in on that.”

**What is your favorite part of your job?** Opening a box of freshly printed materials

**In your own words, why should schools and campuses “go green?”** We have an amazing opportunity to shape the way our world works. We’re more connected than ever with people around the world, have better access to innovative technology, and have a generation of kids growing up in this environment. Going green is all about building the future we want to live in, and who better to start that than students?

**Hobbies:** Cycling, cooking, working at my local farmer’s market

**Favorite book:** The Wind-up Bird Chronicle by Haruki Murakami

**Favorite movie:** The Way We Were ;(

**Favorite food:** Ricotta

**What was the last song you listened to on your iPod?** Somebody That I Used To Know” by Gotye ft Kimbra

**Patience, Passion, and Humility** Patience, Passion, and Humility

**Who is the person you most admire?** My mother. She’s sort of a renaissance woman – US Navy nurse, interior designer, gourmet cook, my personal therapist, my personal WebMD, and if Google didn’t exist she’d also be my personal Google. She’s lived all over the world and has had so many interesting experiences – and all before I came along!

**If you had to choose a different profession, what would it be and why?** I would most emphatically be a dairy farmer

**Favorite pastime?** Sitting around a campfire with friends in rural TN

**Guilty pleasure?** Singing to myself, loudly, usually showtunes

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