

EXPERIENCE

Communications Specialist | Climate Focus

April 2021 - | Washington, D.C

A pioneering international advisory company and think tank supporting clients with shaping and navigating through international and domestic climate policies, accessing climate finance, and engaging with new climate mechanisms and cooperative approaches.

Senior Marketing Strategist | Can-Do Ideas

July 2020 - April 2021 | Helena, MT (remote)

An inbound marketing agency. I manage multiple client relationships and a team of authors. I lead content creation and campaign strategy meeting marketing goals. I manage and optimize CMS and CRM workflows and track and analyze results.

Notable Accomplishments: Increased Facebook 'Likes' by 49% during a two-week social campaign; Doubled email open-rate through headline and description testing; Increased new contacts by 37% in one year

Operations Coordinator | Exposure Labs/Chasing Coral

Jan. 2019 - July 2020 | Boulder, CO

A film and impact production company. I played a strategic role in supporting the impact campaign for Chasing Coral (Netflix), focusing on impact stories and community, youth, and donor engagement.

Notable Accomplishments: Creating a dashboard and organizational system for logging and tracking impact; Creating a monthly newsletter highlighting the best impact stories to inspire action; Streamlining donation processes; Strategic planning on World Oceans Day, Earth Day and Climate Strike campaigns

Douglas M. Lapp Endowment | Smithsonian Science Ed. Center

May 2019 - Aug. 2019 | Washington, D.C.

A unit of the Smithsonian Institution solely dedicated to formal preK-12 science education reform. I was part of writing a global science curriculum for multiple modules that supports and incorporates UN SDGs and furthers the nature of science. A specific addition to the curriculum was incorporating podcasting as a means of scientific communication.

Notable Accomplishments: Wrote 3 science education modules aligning with SDGs and podcasting; Wrote a reader on 'Pollinators'; Planned and implemented a curriculum workshop

Digital Engagement Coordinator | CU Boulder Env. Center

Sept. 2018 – May 2020 | Boulder, CO

The center focuses on fostering sustainability through promoting sustainable behavior and education.

Notable Accomplishments: Created a content strategy; Trained students to execute social content; Increased social media engagement; Got multiple branches of the center on the same page under one consistent brand

Research Assistant | CEJ; Sept. 2018 – May 2020

Inbound Marketing Specialist | Can-Do Ideas; Feb. 2016 - Aug. 2018

Promotions Director | WWVU-FM; Dec. 2012 - Jan. 2015

ABOUT

Easily inspired with a tactical mind and creative heart. Design-oriented with the ability to execute an array of multimedia. I am proud of my ability to visualize and strategize around the bigger picture. My career goal is to help others learn about and connect with the environment through science and storytelling in order to help cultivate positive change.

EDUCATION

M.A. in Environmental Journalism

University of Colorado Boulder
CMCI | May 2020

Certificate in Digital Humanities

University of Colorado Boulder
May 2020

B.S. in Journalism (PR)

West Virginia University
College of Media | December 2014
Summa Cum Laude

SKILLS

Adobe Photoshop, Illustrator, InDesign, Premiere, WordPress, HubSpot, Drupal, Asana, Notion, Blogging, Copy Editing, AP Style, Research, Campaign Planning & Evaluation, Lead Generation, Social Media, Ads, Content Strategy, Photography, Video/Film, Radio

CERTIFICATIONS

HubSpot (Design, Marketing, Inbound), Advanced Google Analytics, Hootsuite, PADI Advanced Open Water

ORGANIZATIONS

Society of Environmental Journalists
Women Photojournalists of Washington
Climate Reality Leadership Corps