

Driven, dedicated and outgoing **MARKETING PROFESSIONAL** with strong analytical skills and a passion for the environment. Experience in digital marketing strategy, communications and graphic design, policy analysis, and public messaging. Strong writing, editing, and proofreading skills. Proven ability to work on several projects simultaneously and to shift priorities as needed. Thrives in a rapidly evolving work environments that present new and different challenges.

EXPERIENCE

WORK

Present

03/2018

Western Resource Advocates | Digital Marketing Manager | Denver, CO

- Work cross-functionally across all areas of the organization to engage a variety of audiences
- Manage a multi-channel content marketing strategy to increase traffic to WRA's website
- Analyze the success of digital content across audiences using Google Analytics
- Track and influence WRA's visitor journey across our website to guide visitors towards lead captures
- Deploy, analyze, and AB test lead capture forms throughout the website
- Manage WRA's email marketing program to cultivate new leads and convert to donors
- Develop personalized messages that scale across digital platforms
- Create content that communicates the value of the expertise and successes of program staff
- Develop digital fundraising asks to distribute via email, social, and Google Ads
- Manage one direct report

02/2018

05/2015

Milwaukee Riverkeeper | Communications Manager | Milwaukee, WI

- Develop and implement an integrated content marketing strategy to promote advocacy initiatives, educational events and workshops, and citizen science programs to build organizational supporter base while advancing policy measures aligned with protecting local waters
- Create and curate web content on Wordpress and Squarespace
- Analyze web traffic, SEO rankings, and user experience of organization's website using a combination of Google Analytics, Search Console, and Google Tag Manager
- Develop and implement organization's social media strategy via multiple social media managers
- Draft, edit, and design regularly scheduled emails, print newsletters, and fundraising campaigns
- Coordinated communications and civic engagement across a coalition of 10+ local, state, and regional organizations to oppose the city of Waukesha's request to divert Great Lakes water, garnering more than 11,000 public comments, 96% of which explicitly opposed the request
- Develop and foster relations with local and state media

05/2015

03/2014

Alliance for the Great Lakes | Southeast Wisconsin Education Affiliate | Milwaukee, WI

- Assisted in educator coordination, field trip preparation, volunteer recruitment, citizen-science monitoring trainings, and Great Lakes place-based education for schools in Greater Milwaukee Area
- Worked with more than 50 classes from Racine Unified School District to lead groups of 10-15 students in authentic inquiry into beach conditions using a station rotation model

05/2014

08/2012

University of Colorado | Boulder, CO

Graduate Student Assistant - Cooperative Institute for Research in Environmental Sciences

- Marketed Climate Literacy & Energy Awareness Network (CLEAN) collection by connecting national science education organizations and groups as users or developers
- Streamlined and semi-automated marketing plan in Salesforce

Graduate Student Teaching Assistant & Writing Consultant

- Taught 3 Geography (climate & vegetation) laboratory sections weekly for one semester
- Grading Assistant for Environmental Public Policy Lecture for one semester
- Specialized in science writing consultations with writers of all skill-levels for one semester
- Taught 3 Ecology & Evolutionary Biology lab sections weekly for two semesters

08/2012

08/2011

GRID Alternatives | Outreach & Program Associate, AmeriCorps VISTA | Riverside, CA

- Worked with local and national outreach team to market to program participants and partners
- Evaluated homeowner income, energy utility provider, and affordable housing qualifications for the Single Family Affordable Solar Homes Program through the California Solar Initiative
- Facilitated 1+ volunteer orientations every month for 30+ job trainees
- Cultivated relationships with corporate sponsors and job partners, securing \$10,000+ in new funding

LEADERSHIP

04/2013
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10/2013

University of Colorado | Hydrologic Science Graduate Program Committee | Boulder, CO

- Streamlined application process between state agencies, energy utility companies, and internal departments
- and Salmon Solutions | Everett, WA**
- Education & Outreach Associate, Americorps Washington Service Corps | Education Coordinator**
- Developed and implemented curriculum and evaluation tools for more than 35 K-12 classrooms through year-long grant-funded programs and contracts with local government agencies
 - Led more than 25 K-12 fieldtrips to test water quality & plant native vegetation along streams)
- Cooperative Institute for Research in Environmental Sciences | Center for Science and Technology Policy Research Member | Boulder, CO**
- Analyzed and evaluated the institutional arrangements surrounding the planning and implementation of Colorado's statewide Instream Flow Program, "Multi-level Governance of Colorado's Instream Flow Program" (2014), MS Thesis
- Atches-Wilkinson Center for Natural Resources, Energy & the Environment | Boulder, CO**
- Conducted a content analysis on print newspaper articles within the Colorado River Basin to assess media's treatment of climate change and drought: "Media Treatment of 'Climate Change' in Shaping Colorado River Problems and Solutions" (2014), Western Water Assessment whitepaper
- Colorado Foundation for Water Education | Graduate Intern | Denver, CO**
- Researched and created decision-maker database for the Public Education, Participation & Outreach (PEPO) Workgroup of the Interbasin Compact Committee, and completed initial indexing and database development to manage content for CFWE publications
- Denver Communications Chair - Executive Board | New Leaders Council - Denver Chapter | Denver, CO**
- Milwaukee Institute Co-Chair - Executive Board | New Leaders Council - Wisconsin Chapter | Milwaukee, WI**
- 2017 Milwaukee Class Fellow & Fellows Fundraiser Co-Chair**
- Coordinate 5 weekends of leadership training for young progressives focused on life and political entrepreneurship, communications, fundraising, politics, management, policy, labor and advocacy
- University of Colorado | Environmental Studies Graduate Speaker Series Founder | Boulder, CO**
- Organized 10 speaker seminars within a school year, including soliciting and managing a United Government of Graduate Students Group grant
- University of Colorado | United Government of Graduate Students Representative | Boulder, CO**
- Attended biweekly meetings in order to represent and communicate any departmental graduate student concerns
- University of Colorado | Hydrologic Science Graduate Program Committee | Boulder, CO**
- Organized 2013 Annual Hydrologic Sciences Symposium consisting of graduate and undergraduate student oral and poster presentations, university faculty and Boulder-area researchers presentations, and three distinguished keynote speakers

SKILLS

Denver University
Certificate of Completion, April 2020
Full Stack Development

SKILLS

