

# Alex Brown

ianbrown@bren.ucsb.edu • (936) 499-5385 • Santa Barbara, CA

## EDUCATION

---

### **Master of Environmental Science and Management** (June 2020)

Bren School of Environmental Science & Management — The University of California, Santa Barbara

Specialization and Focus: Energy and Climate; Environmental Data Science

Leadership: American Planning Association (APA) Central Coast Student Board Member

### **Bachelor of Arts in Economics | Bachelor of Arts in Government** (May 2016)

The University of Texas at Austin

Leadership: New Student Services Orientation Advisor

## MASTER'S THESIS GROUP PROJECT

---

*Evaluating Multiple Benefits Associated with Distributed Rainwater Catchment Systems in Austin, Texas* (4/19 – present)

**Role:** Data Manager | **Client:** The Pacific Institute

- Organized meteorological, soil moisture, incoming shortwave radiation, and other relevant data for group project.
- Cleaned all data sets for compatibility with urban heat island effect model (SUEWS Model).
- Managed GitHub repository, Google Drive, and Trello forum for easy data access among group.

## ENVIRONMENTAL, MANAGEMENT, AND POLICY EXPERIENCE

---

**Environmental Planning Intern — Rincon Consultants**, Oakland, CA (6/19 – 9/19)

- Assisted in drafting CEQA documentation including: Environmental Impact Reports (EIRs), Initial Studies (IS), Mitigated Negative Declarations (IS-MND), Notices of Preparation (NOP), and Mitigation Monitoring and Reporting Programs (MMRPs).
- Conducted four site visits for CEQA documentation, environmental soil boring/samples and noise measurements.
- Performed GHG modeling utilizing The California Emissions Estimator Model (CalEEMod).
- Assisted in drafting long-range general plans.

**Digital Media Manager — ProjectManager.com**, Austin, TX (9/16 – 5/17; 9/17 – 6/18)

- Wrote content pieces on behalf of ProjectManager.com about project management and team strategy.
- Improved high-traffic keyword performance by a factor of 43 through thorough “white hat” SEO best practices.
- Conducted email outreach to review sites, project management blogs, and potential software customers/media outlets to improve company’s industry presence.
- Performed off-site and on-site SEO utilizing Ahrefs, Moz, ScreamingFrog, SEMRush and other SEO data tools.
- Discerned ProjectManager.com’s target audience and page-level data via Google Analytics and Webmaster Tools.

**Communications Associate — CleanTX**, Austin, TX (1/16 – 6/16)

- Developed automated email strategy to acquire cleantech jobs and news for the CleanTX site.
- Managed CleanTX social media presence (Twitter, Facebook, LinkedIn) and email outreach strategy.
- Collaborated with the Business Associate intern on content for monthly member/sponsor newsletter w/ MailChimp for an audience of over 1,000 industry professionals.
- Pitched CleanTX membership benefits to energy industry professionals at networking events and via email outreach.

**Legislative Research Intern — Vote Smart at The Annette Strauss Institute**, Austin, TX (6/15 – 8/15)

- Researched and summarized relevant legislation for 2015 legislative sessions in 18 states in layman’s terms for a general audience.
- Analyzed original bill texts and discerned key provisions to better summarize key aspects of pending legislation.
- Reviewed media press files of controversial and relevant legislation to see which provisions were not being covered.
- Compiled voting records for state politicians to provide a general audience with an accurate and simple voting record summary.

## ADDITIONAL EXPERIENCE

---

**SAT Reading and Writing Instructor — The Princeton Review**, Seoul, South Korea (5/17 – 8/17)

Taught daily SAT reading and writing classes of 25 students for The Princeton Review branch in Seoul, South Korea.

**Teaching Assistant — University of California, Santa Barbara**, Santa Barbara, CA (9/18 – present)

Led classroom discussions and helped grade for the Department of Communication and the Political Science Department.

## TECHNICAL SKILLS

---

**Data Science/Mapping Tools:** R, ArcGIS, QGIS, Microsoft Office Suite (Excel, Word, PowerPoint)

**Planning:** CEQA/NEPA documentation, CalEEMod