

William Pierce Holloway

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Education

The University of North Carolina at Chapel Hill

Masters City and Regional Planning

Specialization: Land Use & Environmental Planning, Focus on Climate Change Adaptation

Expected May 2022

Chapel Hill, NC

The University of North Carolina at Asheville

B.S. Environmental Studies: Ecology and Environmental Biology. Minor in Mathematics.

Departmental distinction Cum Laude GPA 3.60

NC Department of Transportation Scholarship recipient, 2016

May 2017

Asheville, NC

Asheville Buncombe Technical Community College - Asheville

Introduction GIS, Georeference & Mapping GPA 4.00

January - May 2019

Asheville, NC

Professional Experience

Graduate Research Fellow – UNC Chapel Hill

Humanities for the Public Good Initiative, UNC Arts & Humanities

October 2020 – Present

Chapel Hill, NC

- Visualize and analyze city immigration data and patterns to inform and influence city policies
 - Enable NC local governments to engage with immigrant and refugee populations to enhance communication and promote economic development
 - Assist Sanford, NC in city wide racial equity plan
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Geospatial Analyst

Urban3

November 2019 – July 2020

Asheville, NC

- Create compelling data visualizations to reveal the stories behind the economic dynamics of land use patterns
 - Develop python scripts for GIS tool development and optimization
 - Collaborate senior analysts on tax valuation and economic impacts of development, as well as present to planners and government officials across the United States and Australia
 - Act as lead Analyst for economic analysis of entire state of New Hampshire
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Project Consultant

Roots First

February 2019 – March 2020

Asheville, NC

- Develop research protocol to quantify habitat creation from Green Roofs in urban environments
 - Use ArcGIS to map and analyze sites for optimal data collection points
 - Identify and Geotag trees/landscaped area in 350-acre Innovation Corridor in Winston Salem
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Green Roof Technician

Living Roofs

January 2019 - October 2019

Asheville, NC

- Install and maintain custom green (vegetated) roofs on commercial, residential, and governmental buildings across NC and SC
 - Interpret construction blueprints and designs
 - Communicate sustainability principles and economic benefits to community members
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Head Trip Leader

The Road Less Traveled

June 2019 - August 2019

Kauai/Maui, HI & Costa Rica

- Led a seventeen-day trip on the Hawaiian Islands, Maui and Kauai, with fifteen teenagers and two co-leaders & a ten-day trip traveling around central and eastern Costa Rica with nine teenagers and one co-leader
 - Worked alongside local cultural non-profits to plan service days for groups
 - Oversaw Surfing, Snorkeling, and Ocean Canoeing with my two co-leaders and local guides students
 - Communicated primarily in Spanish with local community members and in-country contacts
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Assistant Brewer

Asheville Brewing Company

December 2017 - March 2019

Asheville, NC

- Operate and troubleshoot beer canning machine (approx. 5000 cans per day).
 - Mill grain, weigh hops, mash out, Calculate gravities of fermenting beer, and rack beer from brite tanks
 - Work daily with various chemicals including Leracid KMS-10 and concentrated Paracetic acid
 - During my time at the brewery one of our beers, Ninja Porter, won a Bronze medal at the World Beer Cup
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Assistant Trip Leader

The Road Less Traveled

June 2018 - August 2018

Buena Vista, CO

- Lead teenagers aged thirteen to seventeen across two seventeen-day sessions in central Colorado, serving as chief medical staff during sessions
 - Spent nine days at a Mission: Wolf, wolf sanctuary working alongside staff guiding students volunteering, including processing cow & horse carcasses into wolf feed
 - Taught students personal responsibility and leadership by way of processing activities and delegation of tasks
 - Oversaw rock climbing, class II & III whitewater rafting, and exploring an Ariel course
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Field Technician

Purdue University

May 2017- August 2017

West Lafayette, Indiana

Great Smokey Mountains National Park, NC/TN

- Conducted long-term vegetation plot sampling in Great Smoky Mountains National Park (GSMNP), through off-trail navigation and multi-day backpacking in dense understory and inclement weather
 - Examined forest community response to the hemlock wooly adelgid via extensive field i.d. of woody plants
 - Collaborated with National Park Service Employees to identify various botanical specimens
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Outdoor Programs Trip Leader

UNC Asheville

August 2014 - May 2017

Asheville, NC

- Lead students in various outdoor activities such as multi-day backpacking, mountain biking, caving, and mindfulness exercises
 - Assisted in planning trip logistics, marketing trips, and cleaning/organizing gear for trips.
 - Became senior caving trip leader and worked to develop program as well as mentor co-workers
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Co-Director of Student Environmental Center

UNC Asheville

January 2016 - December 2016

Asheville, NC

- Directed and advised 3 Project Coordinators, 3 garden supervisors, and 1 eco-rep coordinator
 - Oversaw and managed \$70,000 annual budget & awarded \$500 student grants
 - Promoted sustainability and environmental issues with students/community via departmental events & initiatives
 - Served as a member of the Residential Hall Development committee to oversee the inception of a multimillion-dollar residence project
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Botanical Garden Assistant

Highlands Biological Station

May 2016 - August 2016

Highlands, NC

- Identified, labeled, and Maintained more than 450 native plant species within the 22-acre campus.
 - Acted as outreach for the station, drove out to local resident's homes to teach identification of invasive/exotic species
 - Designed and implemented a campus wide composting program negating the need for purchasing fertilizer
 - Assisted visiting researchers with their field work by scouting land for chestnut blight research and collecting firefly larva (*Phausis reticulata*).
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Research

**"Indoor Cultivation of *Piptoporus betulinus* (Bull. ex Fr.) (Birch Polypore)
P. Karst. On Nitrogen Enriched *Betula sp.* Substrate"**

October 2016 – May 2017

- Developed and refined indoor fungal cultivation methodology through modified nitrogen supplementation in agar to improve biological efficiency
 - Created fungal cultures from wild-harvested specimens and experimented with hydrogen peroxide addition to reduce mold/bacterial growth
 - Funded through undergraduate research grant
 - Protocol developed for fungal cloning now included in the University's mycology class
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Presentations

- Council of Public Liberal Arts Colleges (COPLAC) Southeast Regional Undergraduate Conference, "*Piptoporus betulinus* Propagation Methodology" Spring 2017
 - UNC Asheville Undergraduate Research & Community Engagement Symposium "*Piptoporus betulinus* Propagation Methodology" Spring 2017
 - Senior Mycology Lecture, "The Magical *Piptoporus betulinus* (Birch Polypore)" Fall 2016
 - UNC Board of Governors, "Importance of UNCA Adopting Green Building Principles" Fall 2015
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Extracurricular Activities

Contributing Writer

[Carolina Angles Blog](#), UNC-CH Planning Department

September 2020 - Present

Chapel Hill, NC

- Write Planning related content for student-run departmental blog
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Project Assistant

North Carolina Forest Service

Hours: 10

October 2018

Asheville, NC

- Worked alongside two NC Forest Service Botanist/Ecologists and one local partner to replant a total of 500 confiscated Ginseng (*Panax ginseng*) roots from a poacher
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Lead Food Coordinator

Mindfulness Music & Arts Festival

Hours: 70+

January - May 2015 & January – May 2016

Asheville, NC

- Acted as the head food coordinator for a festival with 300+ attendees
 - Assisted in developing a festival layout to accommodate attendees and accommodate electrical needs
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Skills

- **Technology**

- ArcGIS Pro & Map, Python, R, Adobe InDesign, AutoCAD, SketchUp, Google Suite, Microsoft Office

- **Languages**

- Intermediate Spanish

- **Certifications**

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| - Wilderness First Responder | November 2018 - November 2021 |
| - Adult/Child/Infant CPR & AED | November 2018 - November 2021 |
| - Epinephrine Auto-injector | November 2018 - November 2021 |