

Lory Salazar-Velasquez

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EDUCATION

Master of Environmental Science and Management, 3.90 GPA (Expected June 2022)

Bren School of Environmental Science & Management – University of California, Santa Barbara (UCSB)

Specialization: Conservation Planning

Highlighted Coursework: Environmental Law and Policy, Geographic Information Systems, Advanced Data Analysis, Conservation Planning and Priority Setting (All completed by June 2021)

Bachelor of Science in Biological Sciences, 3.26 GPA (December 2019)

University of Nevada, Las Vegas (UNLV), Las Vegas, NV

Concentration: Ecology and Evolution | Minor: Political Science

Highlighted Coursework: Global Ecopolitics, Conservation Biology, Biogeography, Mammalogy, Systematics

Leadership/Involvement: Ecology, Conservation, and Evolution Club Executive Board Member, Louis Strokes Alliance for Minority Participation Peer Mentor

PROFESSIONAL EXPERIENCE

Sable Systems International, Las Vegas, NV (6/18–8/20)

Creative Marketing Assistant (12/19–8/20)

- Examined biotechnology market and presented 10+ competitor market analyses to Chief Executive Officer as part of market requirements documents in order to address the needs of scientific customers
- Composed and edited copy in Microsoft Word for YouTube, Twitter, Facebook, and printed marketing materials, utilizing biology degree to market biotechnology products to metabolic researchers
- Directed and edited 5 promotional marketing videos using Final Cut Pro and Adobe Premiere Pro, published on YouTube, Twitter, and other social media in order to amplify sales leads
- Restructured internal database of photos, logos, and other media using Adobe Photoshop and Microsoft SharePoint, enabling efficiency and ease-of-use for the rest of 10-person team
- Planned and coordinated 10+ exhibits at scientific conferences annually using Salesforce CRM

Marketing Intern (6/18–12/19)

- Maintained and updated research publication database using Mendeley Reference Management Software and exported database into print and web formats
- Assembled photos, logos, and other content using Adobe Photoshop, Adobe Illustrator, and Microsoft SharePoint in internal team database for project use
- Updated technology inventory database of 50+ products to prepare for exhibits at scientific conferences
- Surveyed competitor market segments using Microsoft Excel for exploratory analysis and comparison as a means to gather information about potential new scientific customers

ADDITIONAL EXPERIENCE

Student Assistant – Bren School of Environmental Science & Management, Santa Barbara, CA (10/20–present)

Help compile and maintain career development resources and data using Salesforce CRM, locate internship and job opportunities, and act as a liaison between Career Development team and students

Graphic Design Intern – Southeast Career and Technical Academy, Las Vegas, NV (8/14–8/15)

Trained on web graphics, computer illustration, and photo-editing, and produced graphics in collaboration with web design team using Adobe Photoshop, Adobe Illustrator, Adobe Flash, and Adobe InDesign

SKILLS & Volunteer Experiences

Computer: R, QGIS, Microsoft Office (Word, Excel, PowerPoint), Canva, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Mendeley Reference Management, Salesforce CRM

Language: English, Spanish

Volunteer: Lion Habitat Ranch Zoo (7/16–3/18) – Provided information to guests on wildlife behavior, conservation, and recovery efforts, and assisted in animal care, cleaning, and zoo maintenance