

NAOMI PYBURN

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I am a self-motivated communicator with 5+ years' experience in impact storytelling, writing, and editing. I value thinking at a systems level and using creative approaches to tackle the problems society faces, most urgently, the climate and ecological crisis.

Experience

Apr 2019 –
Present

Newsletter & Mass Email Coordinator, *Extinction Rebellion (XR)*.

Grew and led a team of 50 volunteers within XR's Media & Messaging team. Grew email list from 20k to 350k global subscribers and developed consistent tone of voice. Worked on cross-channel messaging strategy for mass participation actions, facilitated group meetings, and collaborated with an international team. Supported adoption of self-organising governance systems. Helped develop systems to hold conflict within the movement.

Aug – Dec
2018

Writer, *Extreme Hotel, Dominican Republic*.

Wrote 100 articles for adventure eco hotel and sustainable aquaponic farm. Assisted with marketing and general strategy in a period of significant transition.

Jan 2017 –
Jun 2018

Impact Women Researcher, *Ogunté CIC*.

Produced profiles on women social entrepreneurs. Identified and reached out to established individuals. Researched, wrote, and edited interviews for online publication. Wrote series of blog posts collating findings.

Jan – Jul
2017

Chief Writer, *Sugarwise*.

Managed the written content and operations at an early-stage food certification startup. Liaised with clients and customers to ensure satisfaction. Designed graphics for use in marketing materials. Recruited and trained new team members. Organised and attended events.

Aug 2016 –
Feb 2017

Deputy Editor, *Wet Zebra Media*.

Sole paid employee in a digital publishing startup, requiring fast learning and impeccable organisation. Responsibilities include selecting and editing manuscripts, communicating with authors, launching social media campaigns, organising and hosting events, managing web content, training interns, and writing news articles.

Jul 2012 – Jul
2013

Founder & Editor-in-Chief, *INK Student Magazine*.

Co-founded and edited online student publication 'INK', which won several categories at national Shine Media Awards. Led a team of over 50 students and members of staff. First experience of Adobe InDesign. Gained proficiency at editing and proof-reading, effective people management, and adapting quickly to new challenges.

Education

2013 – 2016

English BA (Hons), *University of Cambridge*, 2.i.

Developed rigorous work ethic, juggling workload with extra-curricular pursuits. Learned the value of precise and concise writing.