

# VANESSA RATHBONE

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## EDUCATION

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**Master of Environmental Science and Management**, Expected June 2021

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

Specialization: Conservation Planning | Focus: Strategic Communications and Media

Independent Study: Outdoors UNLocked – A business promoting equity and diversity in the outdoors

Highlighted Coursework: Data + Statistics with RStudio software, Conservation Planning, Environmental Media Production

**Bachelor of Arts, Double Major in Architecture + Urban Studies (Sustainable & Low-Income Design)**, 3.5 GPA (December, 2008)

**Brown University**, Providence, RI

Leadership/Awards: Brown Women's Crew 2004-2008 Co-Captain (2008), NCAA Division 1 Champion (2007 & 2008), 2nd Place NCAA Division 1 winner (2006), 3rd Place NCAA Division 1 winner (2005)

## COMMUNICATIONS, DATA + FIELD EXPERIENCE

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**GIS Conservation Intern – Wildlife Conservation Society (WCS)**, Pinedale, WY (6/20-9/20)

- Collected, cleaned + prepared 100+ data files (habitat, species, threats) for Key Biodiversity Area identification in Mozambique
- Created an ArcGIS Online integrated Story Map and Atlas for Key Biodiversity Areas in Mozambique

**Field Volunteer – National Parks Service (NPS)**, Pinedale, WY (9/20)

- White bark pine transects, Gros Ventre Range, WY: surveys, data collection, forest habitat typing using Dichotomous Key

**Sr. Account Manager + Brand Strategist – Vermilion Design + Digital**, Boulder, CO (5/18-5/19)

**Account Manager + Brand Strategist – Vermilion Design + Digital**, Boulder, CO (2/16-4/18)

- Managed \$2M cumulative budgets for multi-channel marketing of top performing portfolio brands including: Farley Health Policy Center, City of Boulder, Brewer's Association, Nestle, Gill Foundation, Somm Foundation and 34 Degrees Crackers
- Managed quantitative and qualitative research including discovery phase, audience segmentation, insight gathering and brand positioning workshops (branding, naming, messaging, positioning)
- Developed strategy, creative direction, and integrated multi-channel campaigns spanning digital, social, earned media, websites, print, OOH, photography and video
- Executed product launches and activations, including PR, trade and consumer marketing, and online campaigns
- Internal team lead: delegated projects, acted as creative director, ran point on keeping the team organized, on budget and on deadline while ensuring final approval on all work before providing deliverables to clients
- Wrote and presented proposals, creative briefs, analytics, press releases, and media kits

## SUSTAINABILITY EXPERIENCE

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**Strategy + Business Consultant – Dock to Dish**, Los Angeles, CA (9/15-1/16)

- Developed financial model (COGS, P+L, inventory) + a 12-month digital marketing editorial calendar for LA market launch

**Sr. Sales, Marketing + Community Manager – Farmhand Organics**, Denver, CO (9/10-8/15)

- Led sales and marketing across all channels: direct, online, and in-store with sales of \$1M in 300 retail locations
- Led strategic planning and data analysis of sales and marketing, reporting to the BOD and C-suite
- Wrote and developed strategy for all digital products and marketing: website, blog, newsletters and social media
- Led sales operations + team, including all trainings, inventory management, and Brand Ambassador Program (30+ employees)
- Executed business development with 150 retail partners, 3,000 direct to consumer customers, 25 farmers, food industry and online partnerships and ran 4 volunteer events per year with 20+ attendees/per event

**Assistant Director of Education – Cure Organic Farm**, Boulder, CO (4/10-8/10)

- Educated 12 groups of 15 children on the 100 different varieties of organic certified crops on the 12-acre farm including: bio-dynamic farming, regenerative soil best practices, organic vs. conventional farming, and more

## VOLUNTEER EXPERIENCE

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**Board Member**: Sublette Trails Association (Present), American Planning Association - APA (Present) | **Adaptive Ski Instructor – Ignite Adaptive Sports**, Boulder, CO (11/15-4/16) | **English Teacher – Cross Cultural Solutions**, Bangkok, Thailand (8/06-12/06)

## SKILLS

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**Computer**: ArcGIS (pro and online), R software, Adobe Creative Suite, Marxan, Maxent, Circuitscape, AHP, Microsoft Office, Google Drive, Wordpress/Squarespace, Social Platforms, PM Tools, Zotero

**Marketing**: Research + strategy, campaign development, branding + identity, visual storytelling, content production, video + YouTube

**Leadership/Involvement**: member of the Bren Environmental Justice Club