

# Zoe Duerksen-Salm

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## EDUCATION

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**Master of Environmental Science and Management**, 3.97 GPA (Expected June 2021)

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

Focus: Strategic Environmental Communications | Specialization: Conservation Planning

**Bachelor of Science in Anthropology**, 3.64 GPA (December 2017)

University of California, Davis | Honors: Dean's Honors 2013-2017; Anthropology Department Citation Award

## MASTER'S CAPSTONE PROJECT

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**Conservation & Community Empowerment: Gorilla Conservation in the DRC** (4/20 - Present)

Role: Outreach Manager | Client: Strong Roots Congo, Conservation NGO

- Worked on a 5-person team to assess the interplay of community and biodiversity preservation in the DRC.
- Directed the messaging and execution of a 100-page project report, slide decks disclosing methods and results, and a final project brief for dispersal to local chiefdoms in the Democratic Republic of Congo.

## COMMUNICATIONS & SOCIAL MEDIA EXPERIENCE

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**Website & Operations Intern – SanDiego350**, San Diego, CA (3/21 - Present)

- Developed content and managed collaboration between web developers, designers, and content creators for ongoing redesign of SD350 website on WordPress platform with an integrated Drupal server.
- Crafted outreach materials to 100+ donors to boost engagement and contributions.

**Communications & Social Media Intern – SanDiego350**, San Diego, CA (5/20 - 10/20)

- Designed graphics and messaging content for daily communications across Twitter, Facebook, and Instagram platforms, effectively increasing followers by 3% each month across all platforms.
- Produced website updates, blog posts, and newsletter content to grow member and donor engagement.
- Collaborated to develop the volunteer-run Marketing and Communications team of 20+ participants with expertise in social media and brand presence.

**Communication Program Assistant - UCSB, Bren School**, Santa Barbara, CA (9/19 - 6/20)

- Conducted survey of 50+ alumni in collaboration with the Communications department to identify the impact of the Strategic Environmental Communications focus on post-graduate employment.
- Provided daily administrative support including website upkeep, slide-deck presentations, and blog posts.

**Conservation Program Coordinator - SaveNature.Org**, San Francisco, CA (10/18 - 9/19)

- Developed environmental outreach curriculums for environmental education programs—hands on learning modules on insect ecology and squid dissection—servicing 40 to 120 schools monthly.
- Authored content to increase public outreach presence by 38% via daily social media posts, weekly email blasts, monthly newsletters, community gatherings, and yearly fundraising events.
- Contacted 800+ organizations to solicit auction donations for annual fundraiser, raising a record \$15,000.

## ADDITIONAL COMMUNICATIONS EXPERIENCE

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**Website Project Manager Volunteer – SanDiego350 – San Diego**, CA (10/20 - 2/20)

**Environmental Writing Teaching Assistant – UC Santa Barbara – Santa Barbara**, CA (10/20 - 12/20)

**Research Assistant – California National Primate Research Center – Davis**, CA (3/15 - 2/18)

## SKILLS

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**Communications & Technical**: QuickBooks, Microsoft Office (Word, Excel, PowerPoint), Adobe Processing, Canva, Zoom, WordPress & Drupal, Adobe Creative Cloud (Premier), ArcGIS, R Studio

**Languages**: Fluent in English and Spanish