

Rebecca Walker

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Experience

Communications & Grants Manager

July 2015 - present

Columbia Land Conservancy; Chatham, NY

- **Strategy:** Drive and execute communications strategy and content calendar for multiple audiences across print, email, and social media channels. Collect impact data and refine accordingly.
- **Graphic Design:** In-house lead on print and digital design.
- **Brand Identity:** Craft style and messaging guide and ensure adherence to graphic and messaging guidelines.
- **Earned Media:** Increase brand awareness by securing earned media opportunities.
- **Digital Media:** Manage CLC's website, email, Google Adwords, and social media accounts.
- **Grantsmanship:** Script applications for foundation, state, and federal grants. Track budgets, deliverables, and reporting requirements.
- **Leadership:** Supervise Outreach and Operations Assistant. Serve on numerous teams and committees.

Graduate Assistant/Research Assistant

2013 - 2015

SUNY College of Environmental Science and Forestry; Syracuse, NY

- Supported participatory research project, Environmental Studies Department, and Writing Center.

Education & Outreach Coordinator

2009 - 2013

Clackamas River Basin Council; Clackamas, OR

- Designed and executed communications and engagement strategy across digital and print media platforms.
- Applied for, managed, and reported on state, local, and foundation grants.

Water Resources Outreach Assistant

2008 - 2009

City of Salem; Salem, OR

Sustainable Plant Outreach Assistant/Horticulturist

2007 - 2009

Chemeketa Community College/The Oregon Garden; Silverton, OR

Sustainability Specialist

2006 - 2007

Dickinson College; Carlisle, PA

Education

MPA '15

Conflict Resolution Certificate
Syracuse University

MS '15

Environmental Communication &
Participatory Processes
SUNY ESF

BA '06

Environmental Studies
Dickinson College

Software

Adobe Creative Suite

Blackbaud Suite

Constant Contact

Financial Edge

Google Adwords

Google Analytics

Microsoft Office Suite

Raiser's Edge

WordPress

Weebly

Highlights

- 43% email open rate in 2020
- 10% email click rate in 2020
- 87% increase in web traffic in 2020
- 68% increase in Instagram fans in 2020
- Doubled grant applications submitted (over \$1M annually)
- Led in-house website, logo, and graphic standard redesign
- Serve on Strategic Planning and Development Committees
- Serve on steering committee for national land trust marketing campaign