

Rebecca Walker

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Experience

- Communications & Grants Manager July 2015 - present
Columbia Land Conservancy; Chatham, NY
- Grants and Fundraising: Manage direct mail and email fundraising program, including Annual Fund appeal. Identify, apply for, and cultivate foundation, state, and federal grant funding sources. Work with program staff collaboratively to track budgets, deliverables, and reporting.
 - Communications: Drive and execute communications strategy and content calendar for multiple audiences across print, email, and social media channels. Collect impact data and refine accordingly. In-house lead on print and digital design. Craft style and messaging guides.
 - External Relations: Craft regular stewardship communications for multiple audiences. Increase brand awareness by cultivating relationships with local media and securing earned media opportunities. Serve as CLC spokesperson at events for donors and the public.
 - Organization: Serve on Board/Staff Development Committee. Key player on Strategic Plan and Executive Transition 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
Nonprofit Management Focus
Conflict Resolution Certificate
Syracuse University

MS '15
Environmental Communication &
Participatory Processes
SUNY ESF

BA '06
Environmental Studies
Dickinson College

Software

Adobe Creative Suite
Raiser's Edge Certified Professional
Constant Contact
Financial Edge NXT
Google Adwords
Google Analytics
Microsoft Office Suite
WordPress
Weebly

Highlights

- Master's thesis focused on values and importance of urban agriculture producers as members of a social movement
- Doubled grant applications submitted in a two-year period (over \$1M annually)
- 43% email open rate in 2020
- 10% email click rate in 2020
- 87% increase in web traffic in 2020
- Led in-house website, logo, and graphic standard redesign