

# AMELIA RHODELAND

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*Communications strategist and writer with academic research experience.*

## EDUCATION

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**UNIVERSITY OF OREGON**, School of Planning, Public Policy, and Management  
Master of Public Administration 2020

**UNIVERSITY OF CALIFORNIA, LOS ANGELES**  
Bachelor of Arts, Anthropology 2010

## WORK EXPERIENCE

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**CHILDREN & NATURE NETWORK** Remote / L.A., CA  
Content Production Manager Current

*Research and write stories, produce biweekly online publication.*

- Generate, write and assign stories for signature publication, Finding Nature News, with 20k+ subscribers
- Maintain editorial calendar, edit for accuracy and grammar using style guide, obtain and edit photos/graphics
- Produce biweekly Mailchimp emails of newsletter, work with web team to produce stories in Wordpress
- Manage social media channels with 270k+ followers on Facebook, Twitter, LinkedIn and Instagram. Create, curate and edit social content

**THE HEARNES ADVENTURE PHOTOGRAPHY** Remote / Moab, UT  
Client and Government Relations Manager 2021 – 2022

*Client communications and social media for adventure photographers with 100k+ Instagram followers.*

- Wrote blogs, created and scheduled content using Squarespace, Instagram, and Pinterest
- Researched Native/Indigenous histories to write land acknowledgments and educational materials for clients

**UNIVERSITY OF OREGON, INST. for a SUSTAINABLE ENVIRONMENT** Remote / Eugene, OR  
Research Assistant (Faculty / Graduate Employee / Student) 2018 – 2021

*Managed deliverables and contributed to academic research studying U.S. Forest Service workforce diversity.*

- Researched, wrote and edited content for academic publication, "USDA Forest Service employee diversity during a period of workforce contraction," Westphal et al., 2022
- Wrote data summaries, created data visualizations, and produced reports for USFS leadership
- Managed and analyzed a demographic panel database containing over 1 million records (employment data from all US Forest Service employees, 1995 to 2017)

**METRO REGIONAL GOVERNMENT / PORTLAND STATE UNIVERSITY** Portland, OR  
Community Engagement Fellow, Parks and Nature 2019

*Designed strategic public involvement plans and improved outreach programs for regional parks.*

- Wrote public program recommendation report, launched web page for trail project
- Improved department's outreach to children via the creation of a new section in newsletter

**BUREAU OF LAND MANAGEMENT / U.S. FOREST SERVICE** Springfield, OR  
Contact Representative 2016 – 2018

*Managed visitor services and conducted public outreach for interagency federal office.*

- Designed and presented informational programs via presentations, interactive activities, media releases, postcards, flyers, brochures, and social media posts
- Received BLM State Director Award for informational campaign reaching seniors eligible for America the Beautiful interagency pass. Responsible for more than 3,700 seniors receiving their passes within a two-month period

## U.S. FOREST SERVICE

Visitor Services Specialist

Cottage Grove, OR

2015 – 2016

*Provided public information and services for a rural ranger station.*

- Created social media content, wrote and edited press releases, and conducted agency outreach via events
- Created educational presentation for the newly debuted Every Kid in a Park pass program and partnered with local schools to distribute public land passes to 80+ fourth graders

## LOUISIANA BUCKET BRIGADE

Volunteer and Event Coordinator, AmeriCorps VISTA

New Orleans, LA

2013 – 2014

*Directed volunteer program and planned events for environmental justice nonprofit.*

- Coordinated fundraising events, recruited and managed all volunteers
- Wrote blog posts and website content, designed public materials such as reports, social posts, newsletters

## U.S. FOREST SERVICE

### NATIONAL PARK SERVICE

Interpreter, AmeriCorps / Student Conservation Association

Placerville, CA

Camp Verde, AZ

2013

*Researched, created, and presented educational programs and materials for visitors as a federal park ranger.*

## ACCOMPLISHMENTS

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Principal investigator, UO's Policy Lab

2019 – 2020

Researched funding structures and governance frameworks for the creation of the intergovernmental Lane Regional Resiliency Collaborative. Presented results to government leadership, wrote and produced final report.

Outreach director, HOPES[26] Conference (April 2020)

2019 – 2020

Directed outreach for 26<sup>th</sup> annual sustainable design conference. Reached 600+ registrants during early COVID.

Consultant, UO Institute for Policy Research and Engagement

2018 – 2019

Conducted winery tourism research for Oregon Wine Board. Wrote briefs, designed report, facilitated workshops.

Event planning committee, Frontliners Conference

2014 – 2018

Planned 3 instances of annual multi-day interagency conference, each year gathering over 100 visitor service representatives from natural resource management agencies and tourism organizations from across PNW.

## SKILLS & COURSEWORK

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- **Management** – Google Suite, Microsoft Office, Zoom, Slack, Asana, Honeybook
- **Communications & Research** – Squarespace, Wordpress, Microsoft Access, Stata, R, Zotero
- **Select Graduate Level Coursework** – Research methods; Research skills; Environmental data visualization; Natural resource policy; Public policy analysis; Environmental conflict resolution; Environmental justice; Engaging diverse communities; Public sector theory; Environmental management (Course instructor)

## DISTINCTIONS

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- Awards: AI Frazier Award for Most Outstanding Student in MPA graduate cohort. June 2020.  
Pi Alpha Alpha, Global Honor Society for Public Affairs and Administration, member. June 2020.  
2 STAR Awards: (1<sup>st</sup>) for interagency leadership, June 2018; (2<sup>nd</sup>) for job performance, February 2018.  
State Director Award for Public Service, BLM. November 2017.  
Superior Performance Award for Fiscal Year 2017, BLM. November 2017.
- Anthropology: Ethnography of vinyl record store, independent study capstone project at UCLA, 2010.  
Field school, UCLA's Cotsen Institute of Archaeology in Panama, 2009.
- Pursuits: Avid hiker, camper, backpacker, rock climber. Proficient baker, mediocre gardener.