

# Kelly Nealon

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Science writer. Environmental scientist and conservationist with a demonstrated history in policy and communications. Strong background in biodiversity, river restoration and watershed management, community outreach, public engagement and plant ecology.

## EXPERIENCE

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### Senior Communications Associate, Rainforest Trust | 2022 - Present

- Write press releases, blog posts, talking points; Conduct extensive background research to highlight science, environmental and conservation news
- In 2023 led the development of an annual survey distributed to conservation partners to better understand perceptions around global conservation and 30x30
- Work directly with conservation and corporate partners to write and coordinate public-facing communication materials
- Navigate complex stakeholder relationships to coordinate communication efforts with corporations, academic community, implementing conservation partners

### Social Media and Communications Coordinator, Rainforest Trust | 2021 - 2022

- Wrote compelling, dynamic content for Facebook, Twitter, Pinterest, Instagram, TikTok, LinkedIn; Monitored Twitter and other platforms for breaking news and trends; Utilized social media to educate and share scientific news and conservation updates
- Designed and implemented social media strategy for more than 500,000 followers across all social media platforms; Generated strategy to target younger demographic with engaging climate content

### M.S. Thesis Research, Western Connecticut State University | 2019 - 2021

- Earned a Masters in Integrative Biological Diversity through development of an interdisciplinary research project working with state and local government, conservation organizations, and other stakeholders to tackle local river restoration through reintroduction of a species of native aquatic plant (*Podostemum ceratophyllum*)

### Research Liaison, STEM Finding Our Way, Western Connecticut State University | 2020 - 2021

- Liaison for a hands-on learning program working to get students involved in environmental sciences; assist with social media presence, collaboration and outreach events

### Graduate Assistant, Western Connecticut State University, Department of Biological Sciences | 2020 - 2020

- Organized and maintained historical and frozen tissue collections and vertebrate teaching collections; Assisted with lab prep, and department outreach and education

### Research Assistant, Tickborne Disease Prevention Laboratory, Western Connecticut State University | 2019 - 2020

- Collected tick samples as part of a CDC and Prevention-funded integrated tick management study. Catalogued samples, entered data, identified and quantified arthropods, spoke with homeowners enrolled in the study

### Staff Assistant, U.S. House of Representatives, Office of Congresswoman Jacky Rosen | 2017 - 2018

- Conducted legislative research, generated written content summarizing the Congresswoman's stance on current policy issues in response to constituent correspondence; Managed the DC office internship program and all front office duties
- Researched legislation as it moved to the floor for voting; Assisted with writing and editing press releases; Accrued an extensive knowledge of the most pressing environmental issues facing the state of Nevada

### Animal Behavior and Conservation Intern, The Maryland Zoo | 2017

- Prepared presentations and educated visitors on species information, conservation efforts, and current research projects of the Maryland Zoo
- Created enrichment and observed animal behavior, helped plan and carry out animal training programs
- Prepared diets, assisted in animal care and facility maintenance, assisted with record keeping of daily activities and logged behavior of individual animals

### Research Assistant, Nakavango Conservation Programme | 2016

- Engaged in critical efforts to conserve and research Black Rhino in an Intensive Protection Zone within the boundaries of one of the largest conservation areas in Africa (KAZA Transfrontier Conservation Area)
- Monitored Black Rhino and other threatened species, performed game counts, collected and organized data

## SKILLS

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- Highly proficient in social media platforms: Instagram, TikTok, Twitter, Facebook, YouTube, Medium, LinkedIn
- Extensive experience in: Wordpress, Later, Buffer, Google Analytics; Photoshop, Adobe Creative Suite, Adobe Rush, Microsoft Office, Excel, PowerPoint
- Proficient in basics of the R software language; Experience in ArcGIS software

## EDUCATION

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### Western Connecticut State University

M.S. Integrative Biological Diversity | GPA: 3.68

Danbury, CT

### University of Maryland

B.S. Animal Science, Sustainability

College Park, MD