

Getting a dose of Vitamin Nature should be as easy as taking a step right out of your back door. Unfortunately, for far too many people, it's not that simple. Enter my life's calling: **Dismantling the barriers to outdoor recreation and improving access for all.**

I've spent a significant amount of my career effecting change from the ground with innovative programming, outreach, and community partnerships. From this I've learned outreach is about reaching people from where they are and sometimes that includes different mediums like social media platforms and digital advertising to tell our story.

I've learned how to use Facebook, Instagram, Google My Business, Google Analytics, and Google Ad words to further the mission of LLELA Nature Preserve, curating a content library and defining clear call to actions that have increased traffic to our website, program participation, and donations to our auxiliary Friends group. I'm applying for this opportunity precisely because I'm looking to use these skills in a tight collaborative environment that focuses on communications. I've learned a lot but I know there's more to learn and I'd like to immerse myself on a short term basis in a project just like this.

I have 7 years of experience in environmental interpretation. That skill set helps me craft messages for all audiences across a variety of platforms on the value of our natural resources. In learning how to tell the stories in person, I've built the skills to tell the same story visually with infographics, flyers, and ads. Over that time I've studied Adobe Creative Suite, SEO, web-based graphic design, social media management, and public speaking.

Thank you so much for reviewing my application and I hope to have the opportunity to tell the story of why I would be a great fit for this team to you in person.

Sincerely,

Tiara Chapman