

Lyndsay Fraser

EDUCATION

> Masters of Arts

Environmental Education and
Communication

Royal Roads University

2019

> Bachelor of Science

Honours in Environmental Biology
Minor in Studio Art

University of Guelph

2010

SELECT WORK EXPERIENCE

> Writer, Communications Specialist, Graphic Designer Ongoing

Freelance / Various Clients

- Develop and implement communications and engagement plans for local governments, conduct surveys, create reports and present on findings
- Diverse content development including copywriting, editing, graphic design, and digital illustrations for a wide range of traditional print and digital resources
- Consistently deliver quality content within deadlines to meet the needs of diverse clients
- Published author

> Script Writer 2018 - present

SciShow - Complexly / Virtual

- Pitch, fact-find, and write science education scripts for SciShow, one of the top science YouTube channels, sharing science-related videos to millions of subscribers daily

> External Relations Advisor 2018 - 2022

Comox Valley Regional District / Courtenay, BC

- Developed and executed multi-channel communications and engagement plans
- Created news releases, backgrounders, briefing notes, key messages, staff reports, newsletters, brochures, displays, and signage
- Developed digital strategies for project initiatives, including video and social media, oversaw web content and updates
- Translated technical engineering documents into clear and concise public-facing communications
- Served as primary liaison to media for project initiatives, coordinated media responses for staff and elected officials
- Managed water conservation and waste diversion education contractors

> Program Specialist, Community Engagement 2014 - 2018

Science World British Columbia / Vancouver, BC

- Sustainability focused content and program developer responsible for educational programs, interactive exhibits, and signage; managed new exhibit design and installation projects
- Curated three permanent exhibition spaces, oversaw the care and maintenance of all exhibits
- Scheduled, trained, monitored, and supported staff and volunteer tasks and duties in galleries
- Managed all sustainability-themed K-12 and public program
- Liaised with exhibit donors and partners, planned and executed donor appreciation events

CONTACT

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5237 North Island Highway
Courtenay, BC
V9J 1S7

Traditional unceded territory of the
K'ómoks First Nation

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Email: hello@lyndsayfraser.com

Web.: www.lyndsayfraser.com

PROVEN SKILLS

> Professional:

- Strategic communications and public engagement planning
- Web and social media management: content development and design, analytics
- Exemplary writing and editing
- Print and digital media development
- Public workshops and presentations
- Graphic design and illustration
- Managing staff and volunteers

> Technical:

- Adobe Suite
- Microsoft Office Suite
- Google Workspace
- Drupal and Wordpress Web Platforms
- Varied Social Media Platforms, Hootesuite

CERTIFICATIONS

Foundations in Public Participation

International Associate of Public
Participation / 2019

Working Effectively with Indigenous Peoples

Indigenous Relations Academy / 2020

Indigenous Canada

University of Alberta / 2020