

# SYDNEY HEARST

sydneyhearst@gmail.com

## EDUCATION

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### George Mason University

Fairfax, VA

*Bachelor of Arts, Integrative Studies, May 2018*

- CONCENTRATION: ADVERTISING
- MINORS: NONPROFIT STUDIES, HUMAN RIGHTS AND SOCIAL JUSTICE

## EXPERIENCE

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### Animal Welfare Institute

Washington, DC

Digital Advocacy Manager, November 2019-present

- Managing AWI's web presence including main website, campaign sites, and social media
- Growing social media presence (Facebook, Twitter, Instagram)
- Overseeing development and distribution of AWI Action eAlert advocacy email blasts
- Managing and expanding the Compassion Index - an online advocacy center for individuals to contact their legislators regarding important animal welfare issues
- Maintaining an advocacy email list of over 160,000 dedicated activists
- Engaged "super activists" with an exclusive webinar including a Q&A portion
- Overseeing the development of a new website for the [Safe Havens Mapping Project](#)
- Writing articles and book/film reviews for the AWI *Quarterly* magazine
- Contributing to various research projects, such as analyzing citation reports related to the Animal Welfare Act and facilitating the donation of over 50,000 children's books
- Recruiting, interviewing, and supervising communications interns
- Navigating a constantly changing media environment during COVID-19 and securing increased donations and advocacy engagement

Communications Coordinator, October 2018-November 2019

- Compiled and distributed subject-matter-specific daily news digests
- Assisted with social media management
- Updated and created web content using Drupal 8
- Improved website traffic using Google Ads
- Distributed press releases and contributed to proactive media outreach
- Facilitated press coverage in outlets including *BBC*, *The Hill*, *Korean Broadcasting System*, the *Washington Post*, and the *Associated Press*
- Wrote articles and book/film reviews for the AWI *Quarterly* magazine
- Fielded incoming email inquiries and communicated with donors and members

### World Wildlife Fund

Washington, DC

Climate and Energy Policy Communications Intern, June 2018-October 2018

- Developed and executed a paid and organic social media strategy to support the We Are Still In campaign
- Assisted with the development of press materials, including statements, talking points, media advisories and editorials
- Created and updated media lists
- Assisted with project management in planning for the Global Climate Action Summit and related events

Freshwater Communications Intern, October 2017-January 2018

- Provided support for development of a website regarding free-flowing rivers
- Created web content to creatively tell the unique "story" of individual rivers
- Assisted with web design and photo selection

**Jane Goodall Institute**

Vienna, VA

Development and Communications Intern, May 2017-August 2017

- Audited blog search engine optimization; provided and executed recommendations for improvement
- Performed donor and grant prospect research
- Developed and edited blog posts
- Archived photographs

**Animal Welfare Institute**

Washington, DC

Public Relations Intern, September 2016-December 2016

- Assisted with drafting and editing press releases
- Researched, compiled and distributed daily subject-matter-specific media monitoring reports
- Performed an audit and provided recommendations for improving search engine optimization
- Attended the Discovery Communications Creating Change Conference

**Virginia Oral, Facial and Implant Surgery**

Vienna, VA

Marketing Intern, July 2015-December 2015

- Assisted with social media management
- Created engaging blog content
- Assisted with post-appointment patient outreach

**VOLUNTEER AND OTHER WORK**

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**Animal Welfare Institute**

Remote

Safe Havens Mapping Program Volunteer, January 2017-September 2017

- Contacted domestic violence shelters to inquire about resources for survivors with companion animals
- Tracked data in excel spreadsheets to help maintain a current database of domestic violence resources for survivors with pets

**Wolf Trap Animal Rescue**

Vienna, VA

Foster, Transport Driver, Intake Volunteer, September 2016-May 2017

- Volunteered at intake events to bathe, medicate, and process paperwork for rescued dogs and cats
- Drove a transport van to and from Mississippi to relocate rescued dogs and cats
- Fostered and found adoptive homes for ten dogs