

# VANESSA BULKACZ

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## EDUCATION

### UC BERKELEY, COLLEGE OF ENVIRONMENTAL DESIGN - Berkeley, CA

Master City Planning (M.C.P.), Master Landscape Architecture (M.L.A.) - Major: Environmental Planning  
Bachelor of Architecture (B. Arch.)

## COMPUTER EXPERIENCE

- Launch and populate new websites, creating content using Vision, Joomla, Weebly, DNN CMS and html.
- Develop and implement social media strategies across platforms including Facebook, Twitter, You Tube and Flickr.
- Create content for and edit annual newsletters using Publisher and InDesign.
- Launch new CRM databases (Salesforce, CiviCRM) to manage events and mailing lists.
- Blog and write for a variety of environmental organizations
- Build a website from scratch (Weebly).

**OTHER SOFTWARE AND APPLICATIONS:** MS Project - Drupal - Gimp - ProTools - Audacity - iWork - Word - Excel - Power Point - Canva - Instagram - LinkedIn - Mail Chimp - Dreamweaver - Quark Xpress - Scribus - Google suite - Drop Box - Adobe Creative

## KNOWLEDGE, SKILLS AND ABILITIES

### COMMUNICATIONS

- Develop and implement strategic communications plan to broaden awareness and strengthen identity for int'l network.
- Spearhead development of a new logo and visual identity to be adopted globally.
- Successfully launch a redesigned newsletter.
- Create and deliver press releases and press conferences, resulting in beyond-target media coverage.
- Plan and execute successful publicity events, acting as media liaison and organizing high-level speakers.
- Edit, produce, publish and launch numerous reports, a quarterly newsletter and opinion pieces (Op-Eds).
- Act as spokesperson at public events, international negotiations, press conferences and radio interviews.
- Conduct media training for staff.
- **Multilingual:** English, French, some Spanish, Czech (limited)

### JOURNALISM

- Research, edit, proofread and write news and features. Publications include the San Francisco Weekly, the Jewish Telegraphic Agency (newswire) and the Prague Post, among others.
- Produce and present radio features and DJ programming. Stations include KALX and BBC London. Hold an **FCC radio license**.

### ENVIRONMENTAL AND URBAN PLANNING

- Conduct public hearings for numerous programs and projects.
- Research, write and edit Urban Design Plans, Master Plans, EIRs, EISs and other CEQA/NEPA documents for many projects and programs in California with ultimately approval. Oversee design and production of associated documents.

### PROJECT MANAGEMENT

- Manage environmental, communications and planning projects throughout their entire lifecycle, including budget oversight up to \$300,000, document production, sub-consultant management and junior staff oversight.
- Take the lead on successful proposals, including interviewing with potential clients during the bidding process.
- Manage grants and proposals, funder reporting, websites, databases, campaigns and advocacy work.

## PROFESSIONAL EXPERIENCE

<i>TECHNICAL EDITOR – SAPPHOS ENVIRONMENTAL, INC. – PASADENA, CA</i>	05/17 – PRESENT
<i>SUSTAINABILITY AIDE - SUSTAINABILITY DIVISION, DEPT. OF PUBLIC WORKS, CITY OF THOUSAND OAKS, CA</i>	03/16 – PRESENT
<i>FREELANCE COMMUNICATIONS AND EVENT PLANNING - ENVIRONMENTAL VOICE – LOS ANGELES, CA</i>	07/14 – PRESENT
<i>COMMUNICATIONS ASSISTANT - LA COUNTY OFFICE OF EDUCATION (LACOE) – CHATSWORTH, CA</i>	07/15 – 03/16
<i>COMMUNICATIONS MANAGER - CLIMATE ACTION NETWORK (CAN) EUROPE – BRUSSELS, BELGIUM</i>	11/07 – 12/14
<i>FREELANCE JOURNALISM AND URBAN PLANNING - SELF-EMPLOYED – VARIOUS LOCATIONS</i>	06/00 – 11/07
<i>SENIOR PLANNER - WAGSTAFF AND ASSOCIATES – BERKELEY, CA</i>	06/00 – 03/03
<i>PROJECT MANAGER - LSA ASSOCIATES – BERKELEY, CA</i>	12/94 – 06/00

## VOLUNTEERISM

<i>BLOGGER AND ADVOCACY EXPERT – MOMS CLEAN AIR FORCE – LOS ANGELES, CA</i>	11/14 – PRESENT
<i>NEWS COMMENTATOR – BBC RADIO LONDON – LONDON, UK</i>	06/06 – 11/07
<i>PROGRAMMER, DJ, PUBLICITY COORDINATOR, PRODUCER, REPORTER – KALX RADIO – BERKELEY, CA</i>	09/92 – 03/03