

Alix Soliman

ABOUT ME

I'm a passionate storyteller with over five years of experience in nonprofit and institutional communications, aiming to shift to a career in journalism.

EDUCATION

UC Santa Cruz

Master of Science | Present

Science communication program

Graduation date: June 7, 2024

Lewis & Clark College

Bachelor of Arts | 2015 - 2019

GPA 3.75

Major in environmental studies, concentration in international environmental law and policy

CERTIFICATIONS

California Naturalist Certificate

UCANR | June 2023

Wilderness First Responder

NOLS | Aug. 2023

Social Marketing Certificate

Hootsuite | Jan. 2021

Google Analytics

Google | Jan. 2021

AWARDS

Taylor/Blakeslee Fellowship

CASW | 2023-24

Bodie McDowell Scholarship

OWAA | 2023-24

David and Dana Loury Foundation Scholarship

UCSC | 2023-24

VOLUNTEER ROLES

Carmel River

Watershed Conservancy

Board Member | 2022 - Present

KBOO Community Radio

News Volunteer | 2019 - 2021

EXPERIENCE

Lookout Santa Cruz

Science Journalism Intern | Oct. 2023 - Dec. 2023

- Pitched and wrote four local environmental news and feature articles
- Shot editorial photos for my stories
- Created an annotated bibliography for a long-term science reporting project with multiple staff writers
- Collaborated with editors and participated in weekly pitch meetings

Santa Lucia Conservancy

Communications Coordinator | May 2021 - Aug. 2023

- Managed all communications and outreach campaigns
- Wrote weekly blog posts, monthly and quarterly newsletters, social media posts, presentations, annual reports and brochures
- Promoted conservation practices and SLC's work through PR
- Tracked engagement across all platforms
- Developed and implemented annual program budget
- Hosted 26 events per year including guided hikes, ecology talks with experts and preserve tours
- Oversaw environmental education program and ran summer camp
- Assisted with grant writing and coordination
- Mentored communications interns

Association of Northwest Steelheaders

Operations Manager | Oct. 2019 - April 2021

- Created new website, style guide and communications handbook
- Designed and wrote email campaigns, blog posts, print brochures, tabling materials and the annual report magazine
- Produced press releases and outreach packages for advocacy campaigns, events, programs and fundraisers
- Organized annual fundraiser and bimonthly donor events
- Mentored communications interns

Lewis & Clark Law School

Assistant to Director of Marketing & Comms. | May 2018 - Aug. 2019

- Covered events and news for the law school blog
- Wrote the 2018 edition of the annual magazine, *Advocate*, and was the project manager and primary writer for the 2019 edition
- Wrote and designed monthly newsletters, print brochures and catalogs
- Managed social media accounts

The Pioneer Log student-run newspaper

Business Manager | May 2018 - Aug. 2019

- Set budget, managed accounts and processed payroll
- Generated profit in one year (following a deficit year) by making strategic budget cuts and increasing ad revenue

News Editor | Jan. 2017 - Dec. 2017

- Managed a team of 10 writers and met strict biweekly deadlines
- Edited news in AP style and laid out section pages in Adobe InDesign
- Collaborated with the editorial team to generate pitches
- Reported on significant campus news
- Led writer workshops to train new staff