



DANIELLE VICK

Sustainability copywriter

PROFILE

My passion for learning about the environment and the science behind how natural systems work led me to get a science-heavy education.

As a copywriter specializing in science-based storytelling with sustainable businesses and brands, I lean on that passion to translate technical issues into stories that the average reader can connect to.

CONTACT

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OUTSIDE OF WORK

Reading, cooking with local foods, hiking, gardening, and sitting by the woodstove with my family and two drooling labs.

WORK EXPERIENCE

Urban Health Farms | Communications & PR Manager

April 2019 – January 2023

Create, research, and write all aspects of written communication, copy, and promotion for this indoor vertical farming startup based in Europe. Responsibilities included: researching, writing, and editing business plans, websites, blog posts, brochures, social media, pitch decks, and email campaigns.

Green Living Detective | Founder & Writer

December 2017 – present

Research complex green living questions and condensed content down to 350-word, easy-to-understand essays. Curate all content for the website and associated social media accounts.

Copy for Change | Environmental Copywriter

October 2014 – present

As freelance copywriter specializing in translating scientific content into story-based communication for sustainable businesses, I have experience working with multiple clients in different industries, brand voices, time zones, and deadlines at once. Responsibilities included: research, interview experts, write, and edit websites, newsletters, press releases, emails, magazine feature articles, and fundraising letters.

New Mexico Interstate Stream Commission | Program Manager

January 2006 – March 2009

Program Manager of multi-agency, multi-disciplinary, collaborate program to settle water rights on the Gila River. Responsibilities included: collaborating with scientists, decision makers, government agencies and national environmental organizations to implement the Settlement and Gila River Planning Process.

City of Santa Fe | Water Resources Planner & Conservation Specialist

September 2004 – December 2005

Liaison to the City of Santa Fe City Council and data collection for Quarterly Water Updates. Responsibilities included: presentations to City Council and community organizations, host a weekly water conservation radio show, trained facilitator in Project WET and member of various Steering Committees to increase water conservation awareness in the city.

EDUCATION

National Academies of Science | Science and Technology Fellow

Summer 2004

Fellow with the Division of Earth and Life Sciences, aided in the organization of the committee workshop Research Priorities in Earth Science and Public Health. Assisted in the review and organizational activities for publication of various Academy studies.

Oregon State University

2002 - 2004

Master's degree in Forest Hydrology. President of Hydrophiles, the graduate student chapter of the American Water Resources Association and American Institute of Hydrology

University of Massachusetts, Amherst

1998 – 2002

Bachelor of Science degree in Natural Resource Studies. Minors in Forestry and Wildlife & Fisheries Conservation.