
Olivia Grace Barnes

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Marine Education and Research Society,

As a marketing and communications professional with a lifelong passion for wildlife and ocean conservation, I am excited to apply for the Communications Coordinator role. My experience spans strategic storytelling, campaign development, content production, project management, and communications for conservation initiatives.

Recently, I managed and produced a global campaign featuring interviews with ocean ambassadors from around the world, exploring their personal perspectives on ocean conservation. From developing the storytelling approach to coordinating production and delivering the final content, I managed the project from concept through execution. The campaign has generated millions of views, strengthening public engagement with marine protection initiatives while elevating diverse voices from across the global conservation community. This experience also strengthened my ability to coordinate and execute communications projects across multiple stakeholders and deliverables.

I have also developed strong project-management and organizational skills through coordinating communications across various conservation programs. For World Ocean Day, I created social media content for seven different programs, managing numerous deliverables, incorporating feedback, and ensuring each piece was completed and delivered on schedule. I also have extensive design experience, including rebranding and redesigning 6 program websites and creating billboards in Samoa to boost awareness of local ocean conservation initiatives.

I am a self-directed learner who is constantly pushing myself to grow my expertise and eager to provide value. I am eager to bring that combination of strategic thinking, creativity, organization, and hands-on execution to the Marine Education and Research Society.

Thank you for your time and consideration and I look forward to hearing from you soon.

Sincerely,

Olivia Grace Barnes