

The logo consists of the letters 'HS' in a white, bold, sans-serif font, centered within a white square border.

# HOLLY EILEEN STRAND

Salt Lake City, UT 84102  
strand47@gmail.com / 435/890.8040

## SKILLS

- Disaster risk and mitigation communications
- Natural resource science and communications
- Decision support using GIS
- Project planning and management
- Proposal development
- Monitoring and evaluation
- Working with local/state/federal partners
- Knowledge of Utah's watersheds, rivers, biodiversity
- Writing and editing using plain language
- Public speaking
- Cartography (ArcGIS. Pro and ArcGIS Online)
- Photography and videography
- Adobe Creative Cloud for images and video applications

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## EXPERIENCE

### Professional Highlights / various

- Awarded Medal of Excellence for the development of online information regarding floodplain risk and mitigation (2022, State of Utah Department of Public Safety)
- Developed science communications for the Watershed Sciences Department, Quinney College of Natural Resources and the Geosciences Department at Utah State University
- Led program review of Utah's Conservation Agreements and Strategies for Aquatic Species for Dept of Natural Resources
- Science editor for many World Wildlife Fund publications, including, "The Living Planet Report" (2016) and "Nitrogen: Too much of a vital resource" (2015)
- Developed the Eurasian ecoregions for World Wildlife Fund's Ecoregions of the World map, appearing in National Geographic magazine.
- Wrote and reviewed proposals and managed grants from various federal agencies and private sources (Utah State University, World Wildlife Fund, State of Utah)
- Carl M. Johnson Environmental Education Award (2010, Bridgerland Audubon Society)

### Job Experience / various

- Floodplain Specialist for State of Utah/Risk MAP Program, Salt Lake City, UT. Funded by FEMA my group works with federal, state, tribal and local partners across the nation to identify flood risk and promote informed planning and development practices to help reduce that risk.
- Owner, contractor. Geografica Science Communications, Salt Lake City, UT. Clients included World Wildlife Fund, academic departments at Utah State University (including Watershed Sciences), and the State of Utah. Science writing and multimedia products developed for donors, proposals, radio programs, newsletters, press releases and customized annual reports.
- Senior Conservation Specialist, World Wildlife Fund, Washington, DC. Technical advisor, facilitator and GIS and specialist specializing in Northern Eurasia. Worked with offices on four continents, facilitating conservation planning workshops and developing monitoring and evaluation plans.
- Executive Director, Stokes Nature Center, Logan, UT. Public face and fundraiser for educational programs, events. Supervised a 5-person staff.

## EDUCATION AND TRAINING

**Master of Arts:** Geography  
University Of Colorado - Boulder, CO

**Bachelor of Arts:** Russian Studies  
Pomona College - Claremont, CA

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## WEBSITES, PORTFOLIOS, PROFILES

- More about me: <https://geografica.us>
  - Utah flood risk tool in development:  
<https://experience.arcgis.com/experience/646356d3a2eb4db4bf6397edff54c09d>
  - Webmaster of: <https://floodhazards.utah.gov/>
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## OTHER

- Certified Floodplain Manager (Association of State Floodplain Managers)
- Extensive work experience in northern Eurasia
- Fluent in Russian
- Reading knowledge of Spanish
- List of publications available on request