

SARAH NASON

SCIENCE COMMUNICATOR | WILDLIFE BIOLOGIST

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PROFESSIONAL SUMMARY

I am a biologist with a passion for creative ways of communicating scientific information. I believe that the impact of research can reach new heights when findings are communicated in an accessible and engaging way. Having a background in wildlife ecology and conservation, I am especially passionate about projects where I can use my skills to create positive change for wildlife and the environment.

WORK EXPERIENCE

Jun 2020 - present

Communications Coordinator | CPAWS Northern Alberta

- Manage social media ([Facebook](#), [Twitter](#), and [Instagram](#)) and blog content, including copy writing and copy editing
- Lead graphic design for infographics, reports, websites, and social media assets
- Collaboratively develop communications outputs and strategies, including press releases
- Help design, coordinate and host virtual community events focused on public education
- Collaborate regularly with team of nonprofits to run the *Defend Alberta Parks* campaign, which has so far been instrumental in reversing a decision to delist/close 175 Alberta parks

Mar 2020 - present

Owner | Wapiti Studios (self-employed) | wapitistudios.ca

- Founded this creative business, which provides science communication services for the natural sciences (e.g., writing, illustration, infographics)
- Run all aspects of the business, including branding/visual identity, social media, finances, client relations and completion of core project work

Oct 2018 - Dec 2020

Research Consultant | Calgary Zoological Society

- Lead author on a paper on insect conservation translocations and review methods
- Worked collaboratively to bring together two working groups from three research institutions
- Manuscript accepted in *Biological Conservation* in December 2020

Jan 2019 - Feb 2020

Ecologist and Science Communicator | Fuse Consulting, Ltd.

- Specialized in translating technical scientific language and concepts into accessible, engaging written products; responsible for leading writing and copy editing of projects
- Developed concept art, illustrations, and scientific figures
- Led and managed projects and communications with clients

EDUCATION

Sep 2016 - Aug 2018

M.Sc. in Biology | Université du Québec à Montréal | GPA 4.2/4.3

- Independently designed and completed a field- and lab-based study in the field of evolutionary genetics under the supervision of Dr. Clint Kelly
- Thesis topic: The maintenance of alternative mating strategies in Wellington tree weta
- Awarded a certificate in Zoo Conservation Science by NSERC ReNewZoo program
- Demonstrated leadership as Student Representative on ReNewZoo Program Committee and Content Manager for Quebec Centre for Biodiversity Science blog

Sep 2011 - May 2015

B.Sc. Hons. in Animal Biology | University of Alberta | GPA 3.9/4.0

- Gained competency in a variety of biology topics, including statistics, genetics, ecology, evolutionary biology, and programming for data analysis and visualization (R)
- Thesis topic: Effects of personality on reproductive success and home range size of North American red squirrels (supervisor: Dr. Stan Boutin)
- Demonstrated leadership as Co-founder/President of a student society (zoology club) and helping orient/guide new students as a Science Mentor for the Faculty of Science



SKILLS AND COURSES

- Graphic design and illustration in Adobe Creative Suite (Photoshop, Illustrator, and InDesign)
 - » Courses: *Essential Illustrator 2019 Training* (lynda.com), *Illustrator for Infographics* (lynda.com)
- Advanced scientific writing, grant writing, and copy editing for technical and non-technical audiences
 - » Courses: *The Keys to Effective Editing* (gale.com)
- Basic HTML, CSS, and management of websites in Wordpress and Squarespace
- Content management and growing followers of social media and blog feeds, including strategic planning based on social media and website analytics tracking (e.g., Google Analytics, Google Data Studio)
- Organizing and running virtual community events using Zoom
- Facilitation and presentation of workshops and synthesis of workshop outcomes
- Bilingual language skills, with fluency in English (native speaker) and French (second language)
- Field- and lab-based skills for wildlife studies, including radio telemetry, small mammal handling, backcountry navigation, microsatellite genotyping, and population analyses (VORTEX, CERVUS)
 - » Courses: *Genetic Analysis of Populations (U of A)*, *Bioinformatics (U of A)*, *ReNewZoo 101 (Laurentian University)*
- Statistical programming in R, including data structuring/querying (Tidyverse), linear modeling (lmer), and data visualization (ggplot)
 - » Courses: *R workshop series (Québec Centre for Biodiversity Science)*

RECENT PROJECTS

- Indigenous-led conservation: blog series to promote awareness of Indigenous-led conservation projects, Indigenous histories related to parks and protected areas, and Indigenous conservation approaches in Canada; published approx. monthly on the CPAWS Northern Alberta blog
 - » example: [“Our Land”: A Spotlight on Indigenous-led Conservation of Kitaskino Nuwenëné Wildland Park](#)
- Species Sundays: illustration series to promote education and awareness of Alberta’s local species; published weekly on CPAWS Northern Alberta’s Twitter and Instagram feeds
 - » example: [Plains Bison](#)
- I Use Alberta Parks: logo design, website design, and web copy writing for a project that enables Albertans to log their visits to provincial parks and “adopt” a park to raise awareness for challenges facing our parks system
 - » <https://iusealbertaparks.org/>
- CPAWS Northern Alberta 2019-2020 Annual Report: visual design, copy editing and layout
 - » https://cpawsnab.org/wp-content/uploads/CPAWSNAB_AnnualReport2020_Final.pdf
- Logo design for Dr. Lily Khadempour’s lab at Rutgers University
 - » design not yet public - contact me for a watermarked version
- CPAWS Climate Change Outreach: development, design and illustration of a factsheet and sticker designs to communicate the value of nature-based climate solutions
 - » wapitistudios.ca/portfolio/cpaws-climatechange
- fRI Research Wetland Crossings Report: literature review, synthesis of interview results, writing, copy editing, concept art, project management, chairing of meetings, and final presentation to stakeholders
 - » tinyurl.com/FSCPWetlandCrossings
- SINEWS Briefing Package: research, project management, conducting and synthesizing interviews, writing, and copy editing for the Sistering Indigenous and Western Science (SINEWS) project
 - » tinyurl.com/SINEWSPackage

SELECTED ACHIEVEMENTS

- Led coordination of a public education event on issues related to protecting Alberta’s parks featuring five expert panelists (*Defending Alberta’s Parks Together: An Information and Action Night*), Nov. 2020
- Led writing on successful application for Edmonton Community Foundation Community Grant to support CPAWS Northern Alberta (\$8 400), Sep. 2020
- Awarded Clean Leadership Professional Internship funding from the Clean Foundation (\$10 000), Sep. 2020
- Invited to speak on a career panel for zoo conservation graduate students and present research results at Annual Meeting of Canada’s Accredited Zoos and Aquariums (\$300 honorarium), Sep. 2019
- Led coordination of a multi-company training session on working effectively with Indigenous peoples (provided by Indigenous Corporate Training, Inc.) with all-Indigenous service providers (hosted at Yellowhead Tribal College and catered by Native Delights), Jul. 2019

RESEARCH CONTRIBUTIONS

Publications

- **Nason, S.**, Kelly, C. D., Brichieri-Colombi, T., Lloyd, N., Dalrymple, S., & Moehrensclager, A. (2021). Maximizing the effectiveness of qualitative systematic reviews: a case study on terrestrial arthropod translocations. *Biological Conservation* 254: 108948.
- **Nason, S.**, & Kelly, C. D. (2020). Benefits of multiple mating in a sexually dimorphic polygynandrous insect. *Animal Behaviour* 164: 65-72.
- Haines, J., **Nason, S.**, Skurdal, A., Bouchier, T., & Hämäläinen, A. (2020). Sex- and context- specific effects of personality on fitness but no link to life history in red squirrels. *Animal Behaviour* 167: 23-39.
- **Nason, S.**, & Kelly, C. D. (2020). Equal fitness among alternative mating strategies in a harem polygynous insect. *Proceedings of the Royal Society B: Biological Sciences* 287: 20200975.
- Tierney, K., Welsh, P. O., Mills, M., **Nason, S.**, Barreda, D., & Paszkowski, C. A. (2017). Mallards (*Anas platyrhynchos*) and wastewater ponds, Part II: Developmental, physiological, morphological, and behavioural effects of ingestion of secondary clarified effluent water. *Ecotoxicology and Environmental Safety* 143: 336 - 343.

Please see my [ResearchGate page](#) for further details.

Presentations

- **Nason, S.** 2020. *Take Action to Defend Alberta's Parks*. Oral presentation, Defending Alberta's Parks Together: An Information and Action Night, Edmonton, AB.
- **Nason, S.**, & Gillies, C. 2019. *Recommendations for a Wetland Crossings Monitoring Protocol*. Oral presentation, Alberta Roadway Watercourse Crossing Inspection Manual – Review Workshop, Edmonton, AB.
- **Nason, S.** 2019. *Current status and future prospects of terrestrial arthropod conservation translocations*. Oral presentation, Annual Meeting of Canada's Accredited Zoos and Aquariums, Calgary, AB.
- **Nason, S.** 2018. *Insect Conservation Translocations: Current Status and Future Prospects*. Poster presentation, Association of Zoos and Aquariums Annual Meeting, Seattle, WA.
- **Nason, S.** 2018. *Conserving Evolutionary Potential in the Wellington Tree Weta*. Oral presentation, Canadian Society for Ecology and Evolution Annual Meeting, Guelph, ON.
- **Nason, S.** 2017. *La sélection sexuelle et l'influence de l'environnement : implications sur les translocations de Wellington tree weta*. Oral presentation, Québec Centre for Biodiversity Science Annual Conference, Montreal, QC.
- **Nason, S.** 2015. *Reproductive Success in Male Red Squirrels: the Role of Personality*. Oral presentation, R.E. Peter Biology Conference, Edmonton, AB.

References available upon request.

