
LINKS

[LinkedIn](#), [Sierra Youth Podcast](#), [Personal Website](#), [Personal Podcast](#)

PROFILE

Creative and enthusiastic MSc graduate in environmental social sciences with a strong background in digital content creation, social media strategy, and campaign management. I'm a creative, hard-working, adaptable, and communicative individual with experience in crafting engaging content, building relationships with influencers and activists, and making complex topics easy to digest. Think of me like an octopus—I can juggle multiple priorities, create something impactful with minimal resources, and bring climate campaigns to life.

EDUCATION

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| Sep 2014 — Jun 2018 | BSc Kinesiology (Hons), McMaster University <ul style="list-style-type: none">• Graduated with Honours |
| Sep 2019 — Sep 2021 | BSc Environmental Practice with distinction, Royal Roads University <ul style="list-style-type: none">• Graduated with distinction• Recipient of: Governor General's Silver Medal, Royal Roads Chancellor's Award, President's Scholar Award |
| Sep 2022 — Aug 2023 | MSc Environment, Culture and Society, The University of Edinburgh <ul style="list-style-type: none">• Graduated with distinction• Recipient of: Best Contribution to the Program Award• Dissertation: "Indigenous-led Conservation: An Eco-Cultural Response to Pacific Salmon Decline in British Columbia, Canada" (OMG I know, why so much school Brynna?!?! - I have an asian mom, OK!?) |
| Sep 2023 — Aug 2024 | PhD Geography, Simon Fraser University <ul style="list-style-type: none">• Completed 2 semesters of required coursework before I decided my true calling in life was the pole (like, the dancing kind). I'm just joking. I hope my dad doesn't read this. |
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EMPLOYMENT HISTORY

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| 2024 — Present | Campaigner, Canadian Parks and Wilderness Society - BC Chapter <ul style="list-style-type: none">• Created engaging digital content and campaigns to expand audience reach, using short-form video reels to make conservation messaging fun, relatable, and shareable.• Led digital content creation for the 30x30 campaign, crafting compelling visuals and narratives to inspire public action and awareness around protecting BC's ecosystems.• Developed innovative public engagement strategies, blending digital advocacy, event planning, and creative storytelling to connect new audiences with conservation efforts.• Built relationships with conservation partners, activists, politicians, and community groups to strengthen advocacy efforts and mobilize support for provincial conservation commitments. |
| Sep 2023 — Jun 2024 | Teaching Assistant, Simon Fraser University <ul style="list-style-type: none">• Teaching assistant for "Nature and Society" and "Urban Planning and Policy" for undergraduate Simon Fraser University students• Organized reference materials, visual aids and other materials as required by professors for lectures• Conducted seminars and discussion groups, including designing tutorial content and PowerPoint presentations, to supplement lectures• Encouraged woke students to pursue their dreams and fight the patriarchy |
| Jun 2022 — Present | Executive Board Member, Sierra Club Canada <ul style="list-style-type: none">• Represented SCCF at COP27 in Sharm El Sheikh, Egypt• Supported the launch of 'Equinor Out of Oil and Gas Alliance' campaign by representing SCCF in press releases and media interviews, including Global News BC, CBC Radio Canada, National Observer, and others• Escaped a cab driver that wanted to drink a Coca Cola with me and watch the sunset. Skillage. |

Oct 2021 — Aug 2022

Youth Engagement Coordinator, Canadian Parks and Wilderness Society - BC Chapter

- Coordinated the development and delivery of a conservation training program for over 25 youth in British Columbia (BC) to support the 30x30 campaign (protect 30% of BC's lands and waters by 2030)
- Collaborated with the CPAWS-BC team and external partners to design and implement a series of in-person and online workshops to build leadership skills for youth and develop the next generation of conservation leaders
- Organized a lobbying day with government officials and other members of parliament to increase youth skills in advocacy and conservation policy

Jan 2021 — Sep 2022

Research Assistant, EcoHealth Consulting

- Developed a "State of Environment Report" for Salt Spring Island, BC, under the supervision of Dr. David Rapport and Dr. Luisa Maffi
- Developed recommendations for the Islands Trust to mitigate ecological degradation, including implementing limits to consumption and development, and promoting local production

Jan 2021 — Nov 2021

Textile Talks Coordinator, Threading Change

- Designed and hosted the Textile Talks webinar series, which fostered community education and partnership development
- Achieved key deliverables, including securing wage funding from Vancity, reaching over 400 youth audience members, and developing partnerships with major ethical fashion activists and organizations, including Aditi Mayer, Dr. Kate O'Neill (UC Berkeley), Roger Williams, OR Foundation, and Fashion Revolution

Jan 2021 — Aug 2023

Program Specialist, Youth Climate Lab

- Facilitated multiple policy jams with youth participants from around the globe to discuss justice-centred COVID-19 economic recovery, climate policy, and green skills for youth
- Contributed to the development, curriculum design, implementation, and management of HerStart, Greenpreneurs, and Innovate4Climate (I4C) programs
- Presented to over 100 international participants on the impacts of COVID-19 and climate change on youth
- Oversaw collaboration with Indigenous writer Riley YesNo to create a Toronto Star Op-ed discussing Indigenous youth on the frontlines of climate action

Sep 2019 — Sep 2022

Chairman of the Board - Sierra Youth, Sierra Club Canada (Volunteer)

- Headed and organized staff meetings, created budget proposals, applied for grant funding, managed team members, and contributed to environmental education workshops and webinars for youth across Canada
- Initiated development of the youth-led environmental justice podcast, "Sierra Youth Podcast," and reached over 1,700 listeners
- Coordinated interviews with Fairy Creek defenders, Indigenous activists, including Janelle LaPointe and Selena Boan, academic Luisa Maffi, Canadian politicians Elizabeth May and Laurel Collins, and the directors of Coextinction

Jul 2014 — Jun 2023

Hospitality and Retail Customer Service

Consistently worked part-time and full-time jobs while studying, gaining diverse professional experiences. Previous roles include:

- Loudons, Edinburgh - *Server* - (2022-2023)
- Lululemon, Toronto and Vancouver - *Guest Education Retail Associate* - (2016; 2019-2020)
- Wildfire Steakhouse, Toronto - *Bartender and Server* - (2018-2020)
- Raspberry Cafe, Toronto - *Barista* - (2018)
- Thrifty Foods, Salt Spring Island - *Cashier* - (2014)

In these roles I was able to develop excellent organization, interpersonal and time management skills, along with reinforcing my problem-solving, fast-paced learning, leadership, and patience-skills-with-real-twats skills.

SKILLS

Critical Thinking and Problem Solving

Leadership and Communication

Strategic Communication

Climate and Conservation Policy

Social Media and Content Creation

Campaign Strategy and Digital and Offline Engagement

Networking and Relationship Building

Microsoft Office, Zoom, Google

Suite, Canva, Slack, CapCut, Hootsuite

People-centred, Analytical and Adaptive Thinking