



# CONOR JOHN

SCIENCE COMMUNICATOR  
BEHAVIOUR CHANGE SCIENTIST

## BIOGRAPHY

I am a keen conservationist and behaviour change scientist, with a passion for science communication and storytelling. I am self-taught in content creation, capable of taking projects from conception to delivery - from desk-research and script writing through to video production and editing. I am passionate about creating content that is engaging, accessible and inspiring for diverse audiences.

 /www.conorjohn.com

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## EXPERIENCE

- SCIENCE COMMUNICATOR**  
The Shark Trust | Oct 21 - Present  
Producing video, written and engagement activities. In addition I also conduct research into conservation communications.
- RESEARCH ASSISTANT**  
Cardiff University | Mar 21 - Oct 21  
I am currently working part-time on a project investigating public perceptions of alternative energy systems, developing mixed-methods studies, including surveys and focus groups.
- RESEARCH ASSISTANT**  
Wildfowl & Wetland Trust | Mar 20 - Aug 21  
I volunteer on a research project investigating visitor motivations and the health and wellbeing benefits of wetlands. I have worked on thematic analysis and coding of participant responses, as well as analysis and write-up. Additionally, I am involved with organising a media campaign to share the stories of "Wetland Champions".
- YOUTH ADVISORY PANEL MEMBER**  
British Trust for Ornithology | Mar 20 - May 21  
My role on the BTO Youth Advisory Panel involved working with staff at BTO to develop youth engagement strategies and campaigns. I helped with developing new engagement strategies, including developing and interviewing young people for the recently launched Youth Representative scheme.
- PRACTICAL CLASS ASSISTANT**  
Cardiff University | Sep 19 - Mar 20

## EDUCATION

- PhD ENVIRONMENTAL PSYCHOLOGY**  
Cardiff University | Oct 17 - May 22  
My PhD was a collaborative project with the Brecon Beacons National Park Authority. Using a mixed-methods approach, I developed interventions to help reduce environmentally damaging behaviours like littering, disturbance to wildlife and dog fouling. I also worked on projects outside the scope of my PhD; working with a conservation grazing charity to help bring back grazing to a bronze age fortress in the National Park, working with locals, graziers and visitors to find the optimal solution for people and the site. Throughout my PhD, I won awards for my presentations and posters.
- A2 CERTIFICATE OF COMPETENCY**  
Civil Aviation Authority | Jan 2021
- MSc CONSUMER PSYCHOLOGY - DISTINCTION**  
Bangor University | Sep 16 - Sep 17
- BSc PSYCHOLOGY - 1ST CLASS HONOURS**  
Bangor University | Sep 13 - Jul 16

## SKILLS & KNOWLEDGE

	Novice			Expert	
Communication	●	●	●	●	◐
Photography	●	●	●	●	○
Adobe CC	●	●	●	○	○
Microsoft Office	●	●	●	●	◐
Videography	●	●	●	○	○

## REFERENCES

Paul Cox | CEO of Shark Trust  
| paul@sharktrust.org

Ieuan Evans | British Trust for Ornithology  
| ieuan.evans@bto.org

Dr Dimitrios Xenias | PhD Supervisor  
| xeniasd@cardiff.ac.uk