

KATYA BATY

EDUCATION

University of California, Santa Barbara – *Environmental Studies B.A. (June 2020)*
with a Minor in Professional Writing emphasis in Civic Engagement, Cum Laude

University of Copenhagen – *Faculty of Science, Master Level Courses in Sustainability*
AUTUMN 2019 SEMESTER, Study Abroad Term

WORK EXPERIENCE

Marketing and Communications Coordinator, EcoFarm / September 2024 - Present

- Manage social media content calendar, develop social media campaigns, and grow EcoFarm's presence on Facebook, X, Instagram, LinkedIn, and Mighty Networks. Grew EcoFarm's Instagram following by over 10% in 5 months.
- Developed a media kit and managed the cultivation of community partner relationships with journalists and media outlets to increase brand visibility.
- Lead digital marketing efforts, including producing monthly e-newsletters for over 16,000 subscribers, maintaining the website, and developing paid social media advertisements.
- Spearhead the creation and distribution of promotional materials, including designing an 80-page conference program using InDesign.

Business Training Programs Coordinator, Women's Economic Ventures / February 2023 - May 2024

- Facilitated clients' ongoing business education needs by providing referrals to WEV's consulting, training and funding programs, and other business development resources.
- Coordinated enrollment and logistics business training programs, including booking guest speakers, providing tech support, and updating curriculum based on feedback.
- Supported uploading bilingual content to WordPress for business training programs.
- Supported with the execution of online webinars and in-person outreach events.

Network and Communications Associate, Santa Barbara County Food Action Network / May 2021 - February 2023

- Managed social media content calendar, developed social media campaigns, grew FAN's presence on Facebook, Instagram, LinkedIn and Youtube. Doubled SBCFAN's Instagram following within a year.
- Conducted interviews, wrote, and edited storytelling content including community highlights, success stories, and quarterly newsletters.
- Maintained and updated website content, supported event planning, designed graphics for social media, email marketing and website needs.
- Led outreach at events and with countywide partners, media outlets, and journalists.

Communications Intern, Community Environmental Council / April 2020 - May 2021

- Curated social media content, developed press releases, and grew CEC's presence on Facebook, Twitter, Instagram, and LinkedIn.
- Social media management and promotion for over 12 webinars and CEC's annual Santa Barbara Earth Day festival which had over 40,000 viewers in 2020.
- Developed, maintained, and updated strategy guides for social media platforms, Action Alerts, and influencer datasheet.

Plastics Free Intern, Santa Barbara Channelkeeper & Community Environmental Council / May 2019 - April 2020

- Project focused on researching reusable to go programs for restaurants.
- Drafted feasibility report, conducted independent in-depth research, business and community outreach, emailing and calls to collect data.
- Received funding for a pilot program and conducted student surveys.

VOLUNTEER EXPERIENCE

Earth Day Coordinator, Environmental Affairs Board / June 2019 - June 2020

- Planned and coordinated the 2020 Isla Vista Earth Day Festival in collaboration with a team of students, advisors, partners, and a graphic designer.
- Contacted local organizations, businesses, and larger sponsors for participation at the event.

ACHIEVEMENTS

Phi Beta Kappa

UCSB Honors Student,
Sept 2017 - June 2020

Outstanding Service Award
from the UCSB Environmental
Studies Department

Dean's Honors List

ACTIVITIES

CAMEO's Climate + Small Biz
Summer School series,
August-Sept. 2023

Climate Reality Leadership
Corps, July 2020

Aerial Arts Professional
Performer and Trainer,
2008 - present

SKILLS

Proficient in Canva, Wordpress,
Excel, Facebook creator, Asana,
Google Suite, Hootsuite,
Squarespace, Mailchimp,
TalentLMS, Airtable, Powerpoint

Experience using Adobe
InDesign, Photoshop, Illustrator

Written and Verbal
Communications

