

**Land Conservation Board**  
**Applicant Package - Citizen at Large**

Land Conservation Board - Citizen at Large

**Term:** 12 Dec 2023 - 30 Sep 2027

**Positions Available:** 2

**Number of applicants in this package:** 1

- Clark, Alisson

**Name:** Clark, Alisson

**Address:** 8025 SW 122nd St, Gainesville FL, 32608

**Email:** alissonlclark@gmail.com

**Board Name:** Land Conservation Board

**Primary Phone:**

352-281-5494

**Please list any civic and professional accomplishments/honors, training or experience related to this appointment::**

Fulbright Specialist award in science communication; National Association of Science Writers Excellence in Institutional Writing Award

**Please list any current/previous Advisory Board appointments:**

none

**What Contributions do you feel you could make if you were selected to this board?:**

As a resident of Gainesville since 1994 with a background in science communication and dedication to conservation causes, I would bring a new perspective on how the board's activities and goals are perceived by those it seeks to serve.

**Please Agree with the following statements:**

**I understand this application is the property of Alachua County and subject to public records laws. I hereby certify that the statements made on this application are true and correct. I understand that Appointees to advisory board/committees are required to attend scheduled meetings as specified in the "Guidelines for Citizen Advisory Boards and Committees". I understand that some boards and committees require Financial Disclosure (Chapter 112, Florida Statutes) and I am willing to file if required. I affirm that my personal and business (if applicable) affairs within Alachua County are in substantial compliance with all county regulatory and taxing authorities rules and regulations?:**

Yes

**Note:** This question is for the Gainesville-Alachua County Airport Authority Board

**Do you currently hold any publicly elected office in the State of Florida?:**

No

**Note:** This question is for the Gainesville-Alachua County Airport Authority Board

**Have you, as yourself or as an employee, agent or consultant for another person or legal entity, transacted business with the authority within the last 3 years?:**

No

**Are you currently serving, or have you ever served, on an Alachua County advisory board? :**

No

**Time of Submission:** 11/09/23 2:57:26 PM

**Attachments:**

- AClarkresume\_references.pdf

# Alisson Clark

*Content strategist and creative storyteller passionate about nonprofit communications*

352-281-5494

alissonlclark@gmail.com

Gainesville, Florida

## Experience

### **University of Florida Research Communications**

Assistant Director, August 2022-present

Senior Writer, February-August 2022

- Writes, edits and promotes content to increase impact and build audience
- Distills complex concepts into clear, compelling and engaging narratives
- Advises leadership on best practices
- Creates communications plans to advance understanding and reputation
- Adapts multi-channel content for diverse audiences
- Evaluates analytics to gauge performance and guide digital strategy
- Manages outside contractors to ensure timely delivery of quality content
- Collaborates with distributed team of internal and external stakeholders

### **University of Florida Strategic Communications & Marketing**

National Media Strategist, 2020-2022

Senior Writer, 2014-2022

- As lead writer for UF's central communications team, conceived, reported, wrote and proofread content to boost influence across a variety of marketing and communication materials
- Collaborated with photo, video, graphics and social teams to engage audiences and amplify reputation
- Elevated the institution's profile through targeted media pitches and thought leadership activities on local, national and international scales
- Oversaw redesign of UF News website

### **University of Florida Advancement**

Strategic Communications Coordinator, 2012-2014

- Developed persuasive fundraising and donor relations content for key audiences
- Editor-in-chief of two award-winning magazines

### **Freelance Writer**

- Clients included National Geographic Traveler, Wired.com, Boston Globe Sunday Magazine, mental\_floss, 2008-2012

### **New York Times Regional Newspaper Group**

Senior Associate Editor, Gainesville Magazine, 2005-2008  
Feature Writer, The Gainesville Sun, 1999-2000

- Winner of New York Times Chairman's Award for investigative reporting

## Education

Master's degree in mass communication, University of Florida

Bachelor's degree in journalism, University of Florida; minor in geography

## Professional development and recognition

**National Association of Science Writers:** Excellence in Institutional Writing Award, 2023

**Fulbright Specialist:** Named to the roster of U.S. experts available to collaborate on a 2- to 6-week project abroad. Led science communications development at Norwegian University of Science and Technology, 2023

**Center for Public Interest Communications:** In-depth training in evidence-based communication strategies for nonprofit advocacy

**Council for the Advancement and Support of Education:**

Best in District winner, storytelling, 2023

Grand Circle silver award, podcasting, 2020

Grand Circle silver award, writing for the web, 2018

**New York Times Chairman's Award:** For investigative reporting, 1999

## References

Brianne Lehan, conservation photographer; (386) 523-6229

Cynthia Barnett, environmental journalist, (352) 376-4440

Jaret Daniels, conservation scientist, Florida Museum of Natural History, (352) 316-0113