

ALICE ROGERS

OLYMPIA, WA (206) 880-8037 rogers.stephanie.a@gmail.com alicerogers.journoportfolio.com/

SUMMARY OF QUALIFICATIONS

- Environmental writing professional with extensive experience in science communications
- Skilled at translating complex scientific concepts into engaging, accessible content for diverse audiences
- Proven ability to collaborate with experts and stakeholders across various environmental fields
- Seeking to leverage scientific education alongside strong research, writing, and analytical skills to contribute to innovative environmental solutions and policies
- Experience in laboratory techniques, field data collection, dichotomous keying and SEM image analysis

EDUCATION

The Evergreen State College, WA

Expected graduation June 2025

Bachelor of Science, emphasis in Environmental Studies; Certificate in Mycology

Thayer Raymond scholarship recipient, 2024-2025

Relevant coursework: Biology, Marine Bioresources, Botany, Fungi, Science Writing, Indigenous Studies

Flagler College, FL

2000 — 2003

Relevant coursework: English & Communications

RELEVANT EXPERIENCE

Freelance Environmental Writer & Content Strategist, Self-Employed *2008-Present*

- Authored expert content on science and environmental topics, including short- and long-form articles, profiles, blog posts, buyer's guides, web pages, newsletters, white papers, user manuals, press releases, product descriptions, landing pages, email sequences, SEO, and more
- Analyzed search terms, audience profiles and trends to develop highly targeted content on a variety of platforms, including web content, sponsored brand content, guest posting, ghostwriting, trade publications, infographics and video scripts
- Wrote popular science articles that appeared in nationwide newspapers, CNN, Forbes and more
- Distilled the essence of long, complex documents into engaging, accessible forms for diverse audiences in fields like sustainability, forestry, wood products, architecture, construction, tech and B2B
- Collaborated with internal communications teams, creative agencies, editors and managers to develop successful content and marketing plans tailored to each client's individual voice and needs
- Interviewed dozens of forestry industry professionals across the U.S. and Canada every month, and translated their often-technical projects and processes for broad internal and external audiences (Weyerhaeuser, 2019 - present)
- Developed and executed marketing plans as marketing manager for the Historic Mississippi Ave Business District in Portland, OR, including advertising campaigns, billboards, promotional events, fundraising and more (2017 - 2019)