



# IRIS MCFARLIN

ECOLOGIST & SCIENCE COMMUNICATOR



[www.irismcfarlin.com](http://www.irismcfarlin.com)



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## PROFILE

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*With a strong background in ecology and demonstrated skills in project management and research communication, I help scientists work more effectively, share the impact of their research, and bring scientific data to life.*

## SKILLS

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- Research
- Writing (Scientific and Non-Technical)
- Communications
- Project Management
- Data Entry and Management
- Storytelling

## NOTABLE ACHIEVEMENTS

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- Achieved a 16x increase in Facebook page reach and over 4x increase in Twitter followers in first 5 months at the AWESM Lab.
- Producer of the WildAg podcast.
- Helped the team achieve 170% of sales goals through strong organization at Keller-Williams.

## EDUCATION

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### **University of Nebraska - Lincoln**

*Graduate Certificate in Social Media & Public Relations, 2023*

### **University of Nebraska - Lincoln**

*Master of Science in Applied Ecology, 2021*

### **Iowa State University**

*Bachelor of Science in Animal Ecology, 2017 (Magna cum laude)*

## EXPERIENCE

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### **Communications Specialist**

*AWESM Lab (University of Nebraska-Lincoln), Aug 2021 - Present*

- Manage public relations and communication opportunities for promotion of AWESM Lab research within and outside the University.
- Coordinate, curate and develop communications materials and manage multiple projects simultaneously
- Translate complex ecological data through data visualization, written and visual storytelling, and social media content to share the importance and impact of the lab's research.
- Direct supervisor of the lab's science communication interns.
- Produce and edit the WildAg podcast.

### **Graduate Research & Teaching Assistant**

*University of Nebraska-Lincoln, Aug 2019 - July 2021*

- Developed and coordinated student success programs and workshops to aid students along their entire career trajectory from recruitment to graduation with a focus on career development and professional preparation.
- Led student discussions and recitation sections and facilitated student learning through group work sessions and constructive feedback.
- Fostered a welcoming and inclusive classroom environment for students to thrive and feel safe.

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## EXPERIENCE (CONT.)

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### Research Assistant

*University of Nebraska-Lincoln, June 2019 - Aug 2019*

- Reviewed literature and collaborated with stakeholders both within and outside the University to build, format and disseminate a mail survey to assess indices of community and attitudes of surface water quality of private landowners in Nebraska.

### Lab Technician

*Purdue University, July 2018 - May 2019*

- Analyzed scientific literature to gather and organize data according to predetermined SOPs for literature review project on Improved Seed Technology.
- Built web-based research survey using Qualtrics.
- Collected, prepared and analyzed specimens of *Varroa destructor* from laboratory honeybee hives to be used in the rearing of more resistant queens and hives.
- Prepared laboratory materials for each new round of field data collection on *V. destructor*.

### Biological Field Technician (Seasonal)

*Western EcoSystems Technology, April 2018 - May 2018*

- Conducted standardized fatality searches at wind energy facilities to locate avian and bat fatalities.
- Collected in-depth data on each fatality incident including geographical coordinates and tissue samples.
- Conducted carcass persistence trials to measure for detection bias.

### Lead Coordinator / Administrative Assistant

*Keller Williams Realty, Sept 2017 - Mar 2018*

- Helped the team reach 170% of its annual sales goal through strong organizational and prioritization skills.
- Managed leads through an Excel-based Customer Management Systems (CMS) for regular engagement.
- Tracked monthly and annual goals to keep the team on track to meet annual sales goals.

### Undergraduate Research Assistant

*Greenlee School of Journalism (Iowa State University), August 2016 - May 2017*

- Collaborated with stakeholders and professionals in the field of science communication to create publications and presentations.
- Website design and management through WordPress.
- Sorted and cleaned data and performed basic statistical analysis in SPSS.

## DIVERSITY TRAINING

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- **Equity in Conservation and Outdoor Recreation (E.C.O.R.) Summit for Action**
- **Institute of Agriculture and Natural Resources Racial Equity Habit Building Challenge**
- **Natural Resources Diversity and Inclusion Committee (UNL School of Natural Resources)**
- **Hollaback! Bystander Intervention Training**
- **Braiding Sweetgrass Book Club (Institute of Agriculture and Natural Resources)**

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## PRESENTATIONS AT SCIENTIFIC MEETINGS

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### **Foraging in the Northern Great Plains: A Policy Overview**

*2020 Midwest Fish & Wildlife Conference [poster presentation]*

### **Motivations to Forage in the Midwestern United States**

*2021 International Association for Society & Natural Resources (IASNR) Conference [oral presentation]*

### **Urban Foraging in the North Central US**

*2022 Minnesota Shade Tree Short Course [oral presentation]*

### **Contextualizing Foraging in Nebraska's Recreation Demand Landscape**

*2022 Pathways Conference [poster presentation]*

### **Wildlife Extension in the 21st Century: Assessing a Web Resource to Limit Human-Wildlife Conflict**

*2022 The Wildlife Society's Annual Conference [oral presentation]*