



# EXPERIENCE

## SANDY CRICHTON

Member of the New Zealand Ecological Society and Associate Member of the Chartered Institute of Ecology and Environmental Management (ACIEEM) with a proven track record as a project manager, conservationist and protected species consultant. Has a particular interest and expertise in New Zealand falcon / bat survey and assessment and is a technical specialist in these areas. An effective, creative and resourceful communicator skilled at prioritising objectives, managing action plans and budgets, problem-solving, report writing and developing professional relationships with organisations and individuals. Self-motivated and industrious with the ability to work both independently or as part of a team.

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📞 021 118 4210

✉ sandy@karearea.com

★ <http://karearea.com>

🐦 CatskillFilms

🌐 <http://uk.linkedin.com/in/sandycrichton>

### ECOLOGIST

MICHAEL WOODS ASSOCIATES, UK

2011 - 2013

- Relationship building, advising and guiding clients through the planning process
- Clients included Bloor Homes Southern, Terramond, Bovis Homes, Hills Waste Solutions, Wessex Water, Low Carbon Solar Partners, Inazin Power and Good Energy
- Species surveys including European Protected Species (bats, dormice, otters, great crested newts), other protected mammals (badger, hedgehog, water vole), other amphibians, reptiles and birds
- Habitat surveys including phase 1 habitat surveys
- Project management including large-scale bat and reptile surveys and associated mitigation strategies
- Ecological mitigation and enhancement measures including bat licensing, bat roost design and translocation of protected species (reptiles, newts etc.)
- Preparation of ecological reports in consultation with clients, statutory nature conservation organisations and local planning authorities
- Developing management plans to ensure newly created habitats and existing habitats were appropriately managed to maximise their biodiversity value

### PR/MEDIA COORDINATOR/FILMMAKER

INTERNATIONAL WILDLIFE CONSULTANTS, UK

2009 - 2010

- PR & media coordination for the 2nd International Festival of Falconry
- Building and developing a distribution database including broadcasters and self distribution channels
- Producing high definition (HD) films for the Saker Falcon Artificial Nest Research Project in Mongolia
- Producing other HD films including a film submitted as part of a successful UNESCO bid to have falconry recognised as an Intangible Cultural Heritage

### OWNER/FILMMAKER

CATSKILL FILMS, NEW ZEALAND

2003 - 2009

Video production company set up primarily to facilitate the making & distribution of self-made independent New Zealand documentary, "Karearea: the pine falcon" which was an Official Selection at over 60 film festivals worldwide and winner of 27 awards including 'Best of Festival' & 'Best Cinematography' at Reel Earth Environmental Film Festival 2009.

### VOLUNTARY NEW ZEALAND FALCON CONSULTANT

WENITA FOREST PRODUCTS, OTAGO, NEW ZEALAND

2003 - 2006

- Working alongside the Ornithological Society of New Zealand to locate NZ falcon (karearea), NZ robin & fernbird nest sites within commercial pine plantations
- Identifying potential 'conflict' areas, monitoring falcon activity and raising awareness
- Providing training and support in karearea identification and behaviour to landowners & forestry workers
- Writing/implementing a 'standard operating procedure' to ensure protection of karearea in plantations





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## ADDITIONAL INFORMATION

- New Zealand permanent residency visa holder
- CSCS (health, safety & environment) certification
- Emergency First Aid at Work certification
- Attended Bat Conservation Trust National Bat Conference, 2012
- Bat hibernation surveys through Somerset Bat Group
- Best Environmental Film at Canada International Film Festival, 2009
- Winner in category Ecological Success Stories at Ekotop-film, 2008
- International Distiller and Vintner (IDV) wine certificates including a higher award
- Excellent Mac & PC computer skills including MS Office, Photoshop, Aperture, FCP 7 & DVD Studio Pro
- PADI Open Water Diver
- Full NZ/UK Driving Licences

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## SCHOLARSHIP

NATURAL HISTORY NEW ZEALAND (NHNZ)

One of two students to be awarded a 6-month scholarship on completion of Postgraduate Diploma in Natural History Filmmaking and Communication at the University of Otago, South Island, New Zealand

2004 - 2005

## RESEARCHER/FREELANCE CAMERA OPERATOR

BBC NATURAL HISTORY UNIT, UK

- Generating & developing stories
- Filming sequences for "Britain's Cleverest Animal"
- Finding and contacting potential contributors and proposing suitable film locations

2002 - 2003

## UK FIELD SALES MANAGER

CARDIONETICS, UK

- Working independently & directly alongside distributors to increase overall sales growth of the company
- Successfully selling an innovative 24-hour ambulatory ECG monitor (CNet2000+) into Cardiac Rehab, Community Hospitals, Primary Care Groups (PCG's), General Practice, Patient Support Groups and Non-profit Organisations
- Notable sales included the Royal Brompton Hospital, Luton & Dunstable Hospital, every PCG within North Cornwall & Isles of Scilly Health Authority, SADS UK, East Waverley PCG, Sutton PCG
- Planning, target-setting & budget management
- Developing stories for press release, presenting at training days, identifying potential target groups & attending conferences

2000 - 2002

## MEDICAL SALES REPRESENTATIVE

RDL PHARMACEUTICALS, UK

- Selling a range of pharmaceutical products from most therapeutic fields to GP's, Practice Managers, Nurses, Pharmacies and Nursing Homes
- Contracted to a number of pharmaceutical companies including Astra and Yamanouchi
- Exceeded agreed call cycles, both face to face and at meetings (consistently achieving top ten company league position for GP coverage)
- Second highest sales figures for Qvar (asthma) in South of England
- Continually achieved bonuses for territory management, administration and organisational skills

1997 - 1999

## SALES REPRESENTATIVE

NATIONAL BUSINESS COMMUNICATIONS, UK

- New Communications Company set up to sell and install telephone systems to businesses of all sizes
- Continually achieved highest monthly sales figures within the company
- Training in telephone and face-to-face sales

1996 - 1997



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### PUBLICATIONS

- "On a wing and a prayer", Forest & Bird magazine, May 2009

### VOLUNTARY PROJECT OFFICER

EAST SUSSEX ARCHAEOLOGY & MUSEUMS PROJECT, UK

- Presenting to children & adults, preparing educational resources & designing interpretative packages.
- Learning & applying traditional woodland management techniques including coppicing, pollarding, pole lathing, charcoal production & hurdle-making.

1991 - 1992

### TRAINEE CARDIOGRAPHER

ROYAL SUSSEX COUNTY HOSPITAL, UK

1990 - 1991

### RELIEF MANAGER

PETER DOMINICS (WINE MERCHANT), UK

1988 - 1990

## EDUCATION & TRAINING

### PGDIP: NATURAL HIST FILMMAKING & COMMUNICATION

UNIVERSITY OF OTAGO, NEW ZEALAND

Awarded with Distinction

2003 - 2004

### RESEARCH ASSISTANT

UNIVERSITY OF CAMBRIDGE

Habituating meerkats & recording behaviour in the Kalahari Desert, radio tracking (Yaesu & ATS), capturing & electronically tagging, collecting skin/hair samples, invertebrate sampling, vegetation surveys, raptor/predator counts, downloading & editing data

1995 - 1996

### BSC HONS: ECOLOGY AND CONSERVATION (2:1)

UNIVERSITY OF SUSSEX

Behavioural Ecology, Biochemistry, Biogeography, Community Ecology, Computing, Conservation, Ecology, Environmental Chemistry, Evolution, Genetics, Methods in Ecology & Conservation, Molecular Biology, Physiology & Behaviour of Plants, Statistics, Systematics & Biodiversity, Tropical Environments

1992 - 1995

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## REFERENCES

### TOM CLARKSON (MANAGING DIRECTOR)

MICHAEL WOODS ASSOCIATES

6 Overbrook Business Park, Poolbridge Lane, Blackford BS28 4PA, UK  
email: tom.clarkson@mwa-ec.co.uk tel: +44 1934 712 500

### LLOYD SPENCER DAVIS (PROFESSOR OF SCIENCE COMMUNICATION)

UNIVERSITY OF OTAGO

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