# Sophia Pavelle

**OBJECTIVE**

To inspire enjoyment and scientific curiosity among a wide online audience, using the narrative of adventure and expedition to progress science communication across innovative digital formats.

**RELEVANT EXPERIENCE**

**July 2017 *BBC Countryfile Magazine –* contributing specialist writer:**

* Regularly receives commissions to write about my outdoor adventures with British wildlife for BBC Countryfile's website, as well as two-page features on nature reserves and seasonal wildlife in the print magazine.

**October 2017 *Anturus Education*  - live science team at Norwich Science Festival:**

* Running live adventure science workshops for >2,000 school children including Girl Guides and Scout troops.

**August 2017 *Biome* – presenter for 360/VR wildlife film series:**

* Pre-production stage for an novel presenter-led 3-part 360/virtual reality series about wildlife in the Cairngorms, UK

**July 2017 *The Cosmic Shed* – contributing guest:**

* Contributed to a scientific podcast discussion on great apes and human evolution alongside Dr Ben Garrod considering recent science-fiction blockbuster films and television

**July 2017 *The Blue Shark Project* – science communicator, vlogger:**

* Invited to join and document ground-breaking research project into the distribution of blue sharks around the UK, collaborating with multiple institutions and universities
* Networked and liaised with academics, BBC journalists and conservationists, creating a vlog-style account of the project objectives and biopsy sampling equipment for tagging data

**June 2017 *Sophie’s Wild Cornwall* – 300-mile solo social media science communication expedition:**

* Trekked the Southwest Coast Path from Bude to Plymouth conducting an innovative exploration into the efficacy of social media in communicating scientific, conservation and local wildlife knowledge to a wide and diverse online audience, using expedition as the narrative
* Planned, organised and produced a 22-part online vlog series using an iPhone only – successfully engaging a wide global audience across four social media platforms
* Gained online interest and endorsement from The Wildlife Trusts, Ordnance Survey, BBC Countryfile Magazine, Finisterre, Surfers Against Sewage, including guest blogging and interview invitations
* Gained coverage from BBC Spotlight, Bristol City Radio and ITV Westcountry conducting three interviews (one live)
* Raised >£800 for Surfers Against Sewage and Cornwall Wildlife Trust

**May – June 2017 *Oxford Scientific Films*** - r**esearcher work experience:**

* Actively researched innovative natural history storytelling formats across a range of channel requirements and pitching styles, both for prospective and current programmes
* Quickly integrated with the production and development team, undertaking administration and runner work, answering emails and liaising with presenters
* Successfully contributed to Executive Producer meetings and brainstorming sessions

**April 2017 *Films @59* – presenting, production and editing experience:**

* Pre-and post-production experience on a 7-minute science documentary about waste as part of an MSc assignment which was shown at the 2017 Festival of Nature
* Scripted and co-presented in a range of indoor and outdoor locations across Bristol editing to tight deadlines

**March 2017 *Jo Sarsby Management –* runner and administration work experience:**

* Efficiently completed high profile client administration answering fan mail both hard and soft copy
* Responsible for answering phones, arranging delivery of packages and appointments, liaising with a range of UK venues for presenter tours

**July 2016 & November 2016 *BBC Countryfile Magazine*** – **digital editor work experience:**

* Worked closely and effectively with the editorial team, contributed to meetings, wrote online features, edited and successfully pitched personal ideas
* Given the increased responsibility of the magazine’s high profile social media accounts, effectively managing Countryfile’s social media presence during both placements

**August 2016 to March 2017 *The Kennel Club Gazette* – volunteer specialist contributor:**

* Commissioned by The Kennel Club to write for their monthly ‘Health Matters’ section, including two double-page spreads on tick-borne disease and canine pain management
* Sourced and interviewed relevant specialist professionals, undertook academic research and successfully pitched ideas

**September 2016 *The Zoo Scientist* – specialist guest editor:**

* Contributor and website editor, researching, offering insight and writing about current conservation and zoological programmes, debates and initiatives to a wide online scientific audience

**August 2016 *Sea Turtle Conservation Volunteer Costa Rica* – hatchery shift and beach patrol:**

* Actively involved in an intensive conservation programme (ASVO) during the sea turtle nesting season
* Gained knowledge of turtle hatchery protection, conservation status, turtle tagging, field data collection and analysis in wild remote environment
* Active communication of conservation project with diverse audience, including local schools and community

**EDUCATION AND QUALIFICATIONS:**

**2016 – present: *University of the West of England***

MSc Science Communication

Graduate Summer 2018

**2014 – 2017: *University of Bristol***

BSc (Hons) Zoology

First Class Honours

**2007 – 2014: *Colyton Grammar School***

A levels: Biology, Geography, Psychology, English

12 GCSEs

**2012 - *PADI Open Water Diving***

**SKILLS:**

* **Research:** academic via journals, internet, library. Production research for broadcast media across print, air and screen.
* **Fast and proficient IT**
* **Radio and Movie editing:** using iMovie, Adobe Premier Pro, Audible
* **Digital Storytelling:** across varied platforms on social media and in blogging and vlogging formats using smartphones and digital cameras
* **Communication:** excellent verbal presentation and published written work, proficient networking among wide range of professionals in the media industry
* **Teamwork:** excellent feedback from team-members during group tasks
* **Self-motivation/project management:** achieving First Class science degree, thinking of, planning and successfully delivering range of projects from research dissertations to long-distance expeditions
* **Creativity:** successfully pitching magazine article ideas, both in print and online, presenting science alongside demanding expedition conditions, filming/editing/producing short vlogs all on iPhone

**INTERESTS:**

* **Outdoor adventure and expedition:** especially exploring and celebrating wild UK environments and promoting relationship between adventure and scientific curiosity
* **Television:** natural history documentaries, social documentaries and innovative film
* **New Media:** fascinated by the power and evolution of online media and social media platforms
* **Music:** play Grade 6 level piano

**RECENT EMPLOYMENT:**

**December 2014 – present *Abercrombie & Fitch* – Brand Representative:**

* Fast-paced customer interaction and responsibility upholding brand image and global company values
* Create a positive, fun working environment with colleagues and customers
* Consistent positive feedback from management and peers on performance, positive attitude and teamwork

**December 2014-2016 *University of Bristol:***

* **Life Sciences Student Ambassador:** Led and held responsibility for large groups of prospective students on faculty and campus tours creating a positive image of university life
* **Senior Peer Mentor:** mentored first year BSc undergraduates offering academic guidance and support as well as supervising groups of second year Peer Mentors

**REFERENCES:**

**Available on request.**