

# JAMIE NIX

4 Watson Lane, Bella Vista, AR

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479-308-0554

## EDUCATIONAL CREDENTIALS

UNIVERSITY OF MISSOURI, Columbia, MO

- Natural Resources with Agroforestry Emphasis, Master of Science (to be conferred 2022)

UNIVERSITY OF ARKANSAS, Fayetteville, AR

- International Relations / Middle Eastern Studies, Bachelor of Arts (May 2017)

MOULAV ISMAIL UNIVERSITY, Meknes, Morocco

- International Studies Abroad Student Immersion Program, (2015)

## SKILLS & STRENGTHS

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|---|---|
| ✓ Brand & Content Management                    | ✓ Team Leadership & Group Facilitation          |
| ✓ Project Management & Capacity Building        | ✓ Promotions & Marketing Management             |
| ✓ Social Media Development & Content Management | ✓ Retail Business Operations & Customer Service |
| ✓ Program Development & Fundraising Management  | ✓ Microsoft Office & RetailPro Proficiency      |
| ✓ Web & Media Development                       | ✓ Writing, Editing, Publishing                  |

## COURSES AND SEMINARS

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|---|--|
| • Ecological Principles of Agroforestry | • Intensive Arabic I-VI                                |
| • Urban Biodiversity and Conservation   | • Advanced Medicinal Plants                            |
| • Commercial Use of Biodiversity        | • Water Management                                     |
| • Agroforestry practice and principles  | • Horticulture, Botanicals, & Natural Product Industry |

## LEADERSHIP ROLES

- Co-founder, BioMedina (2019–2021)
- Co-founder & Editor in Chief, Plants & Poetry (2019–2021)
- Co-founder & Vice-President, Students for Refugees, University of Arkansas (2015–2017)

## COMMUNITY AFFILIATIONS

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|--|--|
| • Member, United Plant Savers (2021)   | • Volunteer & Translator, Starfish Foundation for Refugees in Lesvos, Greece (Fall 2015) |
| • Member, Association of Writers & Writing Programs (2020–2021)                          | • Troop Series Leader, Girl Scout Diamonds of Arkansas, Oklahoma & Texas (2014–2020)     |
| • Exhibitor & Volunteer, Botanical Gardens of the Ozarks in Fayetteville, AR (2016–2020) |  |

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## PROFESSIONAL EXPERIENCE & INTERNSHIPS

BioMedina, Bentonville, AR / Rabat, Morocco (*International ag consulting & business development company*) REMOTE - ONLINE

(April 2019 – Present) Director, Marketing & Business Development

- Advised 3 local farmers in marketing, & business development e.g. Argan, Peach, and Oak/Sage deciduous food forest.
- Consulted and implemented Agroforestry practices and principles in temperate and tropical regions.
- Developed web and social media for 5+ small businesses e.g. Canva, Microsoft, WordPress, and SquareSpace.

Plants and Poetry LLC., Bentonville, AR (*Community development & online publication*) REMOTE - ONLINE

(April 2019 – Present) Writer/Editor, & Community Director

- Researched soil restoration, water management, advanced medicinal plant science, and edible landscapes.
- Designed, edited, authored, and published online nature inspired literary Journal. 8+ publications with 30-50 pages each in 2020.
- Directed agroforestry ecology and landscape design in a Food Forest in Bella Vista, AR on 2 acre lot in Zone 7a.
- Established all social media platforms e.g. Facebook, Instagram, Twitter, Pinterest, Squarespace, Tiktok, & Poetizer.

# JAMIE NIX

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Clear Choice Retail, Bentonville, AR (*Local marketing & sales company*) REMOTE - ONLINE

(March 2018 – December 2019) Client Services Manager, Interim VP Business Development & Sales.

- Generated 30+ new accounts regarding organic and natural products in Walmart, Target, and Whole Foods.
- Attended Natural Product Expo West and Expo East in 2018-2019. Negotiated with over 1,000 Natural product exhibitors.
- Expanded all social media accounts e.g. Facebook, Instagram, Twitter, & LinkedIn.
- Redesigned new CRM for project management team of 10 with internal and external communications capabilities.

University of Arkansas LL.M. in Agricultural & Food Law Program, Fayetteville, AR

(August 2017 – January 2018) Interim Executive Director.

- Edited blogs, created content for communications about food, farming, and sustainability.
- Conducted admissions for Fall 2018 LLM candidates and managed programming for 5+ courses.
- Finalized ongoing manuscripts for two faculty members and maintained administrative duties e.g. filing, copying, ordering.

Heifer International, Perryville, AR (*Global nonprofit working for sustainable, ag community development*).

(May 2017 – August 2017) Garden & Global Education Teacher.

- Coordinated overnight programs on organic gardening, appropriate technologies, community supported agricultural systems, and livestock education.
- Performed garden duties on 2 acre organic farm for three months in the summer of 2017.
- Provided livestock care on 1,200 acres e.g. chickens, goats, cows, horses, donkeys, rabbits, and pigs.

CANOPYNWA, Fayetteville, AR (*Local non-profit supporting refugees resettling in northwest Arkansas*). REMOTE - ONLINE

(January 2016 – May 2017) Community Outreach Intern/Garden Volunteer.

- Represented at community events and volunteer fairs. Created content for website, newsletter, and social media.
- Collaborated as liaison to the University of Arkansas and CanopyNWA. Plan and coordinate events, develop presentations and promotional materials, and engage audiences as speaker – aiding the successful resettlement of refugees in the area.
- Implemented 2 major events:
  - Intensified community awareness through art event in downtown Bentonville themed “Art of Welcome.” All proceeds from artwork sold will aid in refugee resettlement.
  - Created mock refugee camp where students walk 5 minutes in a refugee’s shoes – camp based on personal experience volunteering in refugee camp in Lesbos, Greece.
- Equipped 100+ students to volunteer for resettlement, and contact congressional leaders through letters and social media.
- Cultivated network of 500+ managers across the region to help refugees seek employment via CanopyNWA’s employment specialist and the Northwest Arkansas Human Resource Association.
- Organized 6-person SFR Letter Team, allowing students to write congressional letter templates to garner support. Students presented letters to regional high schools and led workshops on advocacy / having a voice in the community.
- Secured \$10,000 with Students for Refugees fundraiser and event maintenance.
- Piloted community garden in Fayetteville, AR for Woodway Apartments.
- Conceptualized content for website, newsletter, and social media communications.

LEWIS & CLARK OUTFITTERS, Rogers, AR (*Local, family-owned outdoor store*)

(June 2013 – January 2019) Sales Associate / Closing Manager.

- Hired and advanced to multifaceted sales and supervisory role with retailer – working throughout undergraduate studies
- Supervised storefront delegate tasks, collect deposits, run sales, manage inventory, merchandise products, and outfit customers for domestic and abroad trips.
- Surpassed most items per transaction out of 3 store locations and 100+ employees.
- Represented company at the Conservation Education Convention, connecting with industry counterparts and discussing potential partnerships on outdoor community events.
- Developed, marketed, and presented studying abroad / traveling seminar at stores – providing backpacking recommendations and detailing travels to England, France, Spain, Hungary, Czech Republic, Greece, Germany, Morocco, and Oman.