

## **Dawn Y. Wilson**

1010 S. Saint Vrain Avenue, E6 • Estes Park, Colorado 80517

(970) 567-6109

Dawn@DawnWilsonPhotography.com

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### **NATURE PHOTOGRAPHER AND OUTDOOR WRITER**

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#### **HIGHLIGHTS OF QUALIFICATIONS**

- Professional and award-winning photographer with more than ten years of experience in wildlife and nature photography including teaching and lecturing to large and small groups and selling to editorial publications and stock agencies
  - President of the North American Nature Photography Association; member of the marketing communications team
  - Writer and photographer with more than 100 bylined articles, including published pieces for *Colorado Outdoors*, *Colorado Life*, *Wyoming Wildlife*, *Outdoor Photographer*, a column for the *Estes Park News* about regional wildlife, and a travel column for the Rocky Mountain region that published in the Fort Collins *Coloradoan* for more than six years
  - Professional marketer with more than 20 years of experience with progressive responsibility in medical, publishing, and agency roles, including executive producer of award-winning multimedia science-based educational programs and in-depth public relations campaigns
  - Master Naturalist with the City of Fort Collins where I lead public education programs about wildlife and photography
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#### **RELEVANT EXPERIENCE**

##### **Nature and outdoor photographer, writer and trainer**

Dawn Wilson Photography, Fort Collins, CO, 2006-Present

- Nature photography and writing business focused on wildlife and travel destinations of high latitudes and high altitudes in North America using social media and Internet tactics to grow business.
- Numerous awards and speaking requests including finalist in Wildlife Photographer of the Year in 2021, Top 100 Winner in National Audubon Society photo contest in 2017, Top Ten Female Nature Photographer to Watch by Wild Planet Photo Magazine in 2016, Highly Honored Winner in the 2014 *Nature's Best Photography* Windland Smith Rice International Awards, Top 10 Colorado Photographer Presentation at the 2014 Denver Audubon Society Share the View Photo Contest, and Guest Lecturer for photography at the Rocky Mountain Arsenal National Wildlife Refuge.
- Photography published in magazines throughout North America including *Alaska*, *Colorado Life* and *Montana Outdoors*. Articles featuring my photography and writing have also appeared in *Motorhome*, *Outdoor Photographer*, two monthly columns in the Fort Collins *Coloradoan* and *Colorado Outdoors*.
- Stock photography represented by several agencies including Getty Images, Alamy and AKM Images.

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### **Experience (continued)**

#### **Social media planning and content management, staff photographer, and marketing plan development**

Marketing and Communications Manager, Estes Valley Recreation and Park Department, Estes Park, CO, 2016-2019

- Develop, manage and execute the marketing plan for a quasi-government organization in the recreation and tourism industry.
- Responsible for social media strategy, content development, and execution; develop and execute marketing plan for increasing District revenue by five percent for 2017; and rebranding the District for a modern appearance with a clear District message.

#### **Product launch analysis, execution and business development**

Senior Product Manager, Inovonics, Inc., Louisville, CO, 2012-2013

- Managed and executed the marketing plan for a mobile duress system in the health-care market.
- Responsible for voice-of-the-customer research to develop, implement and execute channel and customer needs.
- Worked closely with the executive leadership team to establish pricing models, implement corporate strategy and identify innovative solutions for my assigned product line.

#### **Business development, marketing communications strategy and account management**

Executive Producer, MedVet Communications, Fort Collins, CO 2006-2012

- Established first global integrated marketing communications firm in Colorado specializing in the veterinary industry.
- Responsible for developing and growing client base, including researching and identifying market opportunities, developing and executing advertising, clinical and educational campaigns, closing sales and supporting clients in the veterinary industry. Clients included Merial, Bayer Animal Health, Novartis Animal Health, Wheat Ridge Animal Hospital and American Animal Hospital Association.
- Specific projects included draft articles for veterinary peer-reviewed journals, developing and writing sales training manuals, developing technical publications, head-shots for veterinary hospital staff, and writing chapters for veterinary publications.

#### **Product management, marketing strategy, product launches and clinical resources**

Product Manager, Zila, Inc., Fort Collins, CO, 2010-2012

- Responsible for the company's first two product launches in more than five years, including a rotary powered toothbrush, which exceeded sales expectations by six months.
- Established communications guidelines for the company based on Associated Press and American Medical Association guidelines to create consistent and professional advertising and promotional materials, to adhere to regulatory requirements, and to expand company presence in trade and consumer publications.
- Managed two dental product lines with annual sales in excess of \$11 million in 2011.

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### **Experience (continued)**

#### **Communications strategy, vendor management and product management**

Senior Promotions Manager, Covidien, Boulder, CO, 2007-2010

#### **Account management and business development in multi-media agency setting**

Director of Account Management and Marketing, Visible Productions, Fort Collins, CO, 2002-2006

#### **Promotional program development and implementation and product management**

Promotions Manager, Lippincott Williams & Wilkins, Philadelphia, PA, 1999-2002

#### **Market research activities and promotional campaign execution**

Promotions Coordinator, Vlasic Foods International, Cherry Hill, NJ, 1998-1999

#### **Direct-mail strategy and execution, promotions scheduling and supervisory responsibilities**

Advertising Manager, W.B. Saunders Company, Philadelphia, PA, 1994-1998

#### **Public relations activities and campaign execution**

Public Relations Assistant, Maillett and Associates, Philadelphia, PA, 1993-1994

#### **Public relations writing and campaign activities**

Public Relations Assistant, Our Lady of Lourdes Medical Center, Camden, NJ, 1993

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### **EDUCATION**

#### **TEMPLE UNIVERSITY, Fox School of Business and Management, Philadelphia, PA**

Master of Business Administration; Concentration: Marketing

#### **ROWAN UNIVERSITY, College of Communications, Glassboro, NJ**

Bachelor of Arts; Major: Communications

### **ADDITIONAL COURSEWORK**

#### **ROCKY MOUNTAIN SCHOOL OF PHOTOGRAPHY, Missoula, MT**

Photography

#### **ART INSTITUTE OF COLORADO, Denver, CO**

Photography

#### **COLORADO STATE UNIVERSITY, Fort Collins, CO**

Biology

#### **UNIVERSITY OF THE ARTS, Philadelphia, PA**

Computer Graphics Certificate Program

#### **ROWAN UNIVERSITY, Glassboro, NJ**

Graduate coursework in public relations

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### COMPUTER SKILLS

Microsoft Office (PowerPoint, Word, Excel, Outlook, Publisher), Adobe Creative Suite (Photoshop, Illustrator, InDesign), Adobe Lightroom, Adobe Acrobat Professional, QuickBooks, social media platforms (Facebook, Twitter, Instagram, LinkedIn), SEM, SEO; proficient in Mac and PC operating systems

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### AWARDS AND AFFILIATIONS

#### Awards

- 2021 Wildlife Photographer of the Year, Finalist (three images)
- 2020 NANPA Showcase competition, conservation category, 1<sup>st</sup> runner up
- 2020 *Nature's Best Photography*, National Parks Photo Competition, top 100
- *Alaska* magazine photo competition, February 2020, 2<sup>nd</sup> place, adventure category
- *Alaska* magazine photo competition, February 2020, 3<sup>rd</sup> place, wildlife category
- 2019 NANPA Showcase competition, landscape category, 1<sup>st</sup> runner up
- 2019 Photographer of the Year, North American Nature-Wildlife-Landscape-Photographers Association
- 2019 Share the View International Nature Photography Contest, top 250
- 2018 Share the View International Nature Photography Contest, top 250
- 2017 *Wyoming Wildlife* Photo Contest First Prize Winner and Honorable Mention, Mammals Category
- 2017 Audubon Society of Denver Share the View Photo Contest, Top 250
- 2016 *Nature's Best Photography*, Finalist, Yellowstone Forever Competition
- 2016 Lake Clark National Park Photo Contest Winner
- 2016 *Nature's Best Photography* Windland Smith International Photography Awards, Semi-Finalist
- 2015 Audubon Society of Denver Share the View Photo Contest, Top 250 finalist
- 2014 *Nature's Best Photography* Windland Smith International Photography Awards, Semi-finalist
- 2014 *Nature's Best Photography* Windland Smith International Photography Awards, Highly Honored
- 2014 Gallery at Studio J Photography Contest, First Place Winner, Wildlife Category
- 2014 Audubon Society of Denver Share the View Photo Contest, top 250 finalist
- 2014 Defenders of Wildlife Photo Competition, Top Ten Finalist
- 2014 Chasing the Light Our Four Legged Friends Juried Photo Contest - Runner Up
- 2013 Audubon Society of Greater Denver Share the View Photo Contest, Featured Top Ten Colorado Artist, five images selected as part of top 250 finalists
- 2013 National Wildlife Federation #1 photo for year on organization's blog
- 2013 Rocky Mountain Bird Observatory Annual Photo Contest, First Place, General Category
- 2013 *Photo District News* Great Outdoors Photo Contest, Winner Plants, Animals, Insects & Gardens Category
- Defenders of Wildlife 2013 Photo Competition, Top Ten Finalist
- 2012 Boulder County Open Space Photo Competition: Second and Third Place
- 2012 Larimer County Fair Photo Competition Second Place
- 2012 National Historic Landmark Photo Contest Honorable Mentions
- St. Stephen's 2012 Art Show Third Place
- Loveland Photographic Society Best of Show December 2011

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- Audubon Society of Denver 2011 Semi-finalist
- Photographer's Edge Photographer of the Month
- Wyoming File 2011 Cold-snap Runner Up
- 2011 Larimer County Fair Photo Competition Third Place
- Art on Mountain 2010 Annual Photo Competition Honorable Mention

### Shows

- The Old Gallery
- Estes Park Health
- Estes Park Health Urgent Care Center
- Twin Owls Steak House
- Lakewood Cultural Arts Center
- Wright Kingdom Real Estate Offices
- Warren Nagle Mansion of Cheyenne, Wyoming
- Gallery at Studio J
- The Nature Photography Gallery
- The Wildlife Experience
- Exempla Good Samaritan Cancer Center
- Starbucks
- Wheat Ridge Animal Hospital Grand Reopening
- 1650 Gallery Juried Photography Exhibition: Flowers
- Rocky Mountain Arsenal National Wildlife Refuge Visitor Center
- St. Stephen's 2013 Art Show
- Capturing the Light 2013, Cultural Arts Council of Estes Park
- 1650 Gallery Juried Photography Exhibition: You're An Animal
- 2012-2013 La Puz, Mexico Art Center Art Display
- Gardens on Spring Creek - Artist of the Month
- Northern Colorado Writer's Studio
- Fossil Creek Regional Open Space
- Full Throttle Coffee House
- Barnes & Noble
- University of Northern Colorado Michener Library

### Publications and Displays

- *Wyoming Wildlife*, April 2021
- *Colorado Outdoors*, March/April 2021
- *Bugle*, March/April 2021
- *Wyoming Wildlife*, March 2021
- *Matador Media*, March 2021
- *Wyoming Wildlife*, January 2021

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### Publications and Displays (continued)

- *NANPA Expressions*, 2021
- *Colorado Outdoors*, November/December 2020
- *Bugle*, November/December 2020
- *Girl Camper*, Fall 2020
- *Wyoming Wildlife*, July 2020
- *Colorado Outdoors 2020 Fishing Guide*
- *Wyoming Wildlife*, June 2020
- *Colorado Life*, March/April 2020
- *Wyoming Wildlife*, May 2020
- *Colorado Outdoors*, May/June 2020
- *Wyoming Wildlife*, April 2020
- *Alaska*, May 2020
- *Colorado Life*, 2020 Calendar
- *Estes Park News*, weekly columnist, 2020-2021
- *NANPA Expressions*, 2019
- *Colorado Life*, November/December 2018
- *Motorhome*, March 2017
- *Bugle*, Rocky Mountain Elk Foundation, January/February 2017
- *Colorado Life*, 2017 Calendar
- *Outdoor Photographer*, My Favorite Places, December 2016
- *Colorado Outdoors*, November/December 2016
- *Colorado Outdoors*, September/October 2016
- *Motorhome*, December 2016
- *NANPA Expressions*, 2016
- Top 10 Female Nature Photographer's to Watch, *Wild Planet Photo Magazine*, September 2016
- *Outdoor Photographer* Behind the Shot, September 2016
- *National Geographic* Top 10 Editor's Picks, August 2016
- Female Nature Photographer of the Month, *Wild Planet Photo Magazine*, July 2016
- 2016 *National Geographic* Polar Bears Calendar
- NANPA Showcase, 2015
- U.S. Fish and Wildlife *Refuge Update*, January/February 2015
- *National Geographic* Digital Photo of the Day, January 2015
- *Montana Outdoors*
- *Rocky Mountain Wildlife 2021 Calendar*
- *Alaska* magazine
- *Bugle* magazine
- *Montana Outdoors*
- *Outdoor Photographer*
- *Colorado Outdoors*
- *Wyoming Wildlife*
- PETA 2015 Calendar
- *Colorado Life* 2015 Calendar

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### Publications and Displays (continued)

- Rocky Mountain Raptor Program 2015 Calendar
- *National Geographic* Top 10 Editor's Picks, December 2014
- Colorado Weather Calendar 2014
- Rocky Mountain Raptor Program 2014 Calendar
- 2014 Buffalo Field Campaign Calendar, Cover Photo
- October 2013, *Outdoor Photographer* Behind-the-Shot
- Rocky Mountain Raptor Program 2013 Calendar
- Colorado Weather Calendar 2013
- National Historic Landmarks 2013 Event Planner
- *The Senior Voice* cover photos
- *Colorado: Flora, Fauna and Landscapes From the Perspective of Women*
- Rocky Mountain Raptor Program 2012 calendar
- 'Trippin' column in Fort Collins *Coloradoan*
- Quarterly columnist for *Image Colorado* (past)
- Interpretive sign - Fossil Creek Regional Open Space
- iBird app and WhatBird.com
- Rocky Mountain Bird Observatory newsletter, *Primary Source*, May 2012

### Speaking Engagements

- Rocky Mountain Arsenal National Wildlife Refuge
- Audubon Society of Greater Denver, Share the View Gala
- Englewood Camera Club
- Colorado Mountain Club
- Lone Tree Camera Club
- Fort Collins Digital Camera Club
- Southwest Photo Club
- Covidien A Day in the Life of Interventional Radiology Day

### Affiliations

- President, North American Nature Photography Association; Marketing Committee
- Member, Nikon Professional Services
- Member, Outdoor Writers Association of America
- Member, Fort Collins Digital Camera Club, Past Executive Team Member
- Member, Mile High Wildlife Photo Club
- Member, Nature First
- Member, American Society of Media Photographers
- Volunteer and Master Naturalist, Fort Collins Natural Areas

Certifications: Red Cross First Aid, Leave No Trace Educator