



*Emmi Palenbaum*

**Environmental Storytelling | Impact & Advocacy Communications**

## Experience

### CHARLESTON WATERKEEPER

October 2025 - Present

#### Communications Manager

- Direct strategic communications in support of mission awareness, fundraising, and advocacy goals
- Manage communications projects and campaigns, identifying new audiences and expanding reach
- Cultivate media relationships with local/regional TV and print outlets, successfully pitching and securing coverage
- Create and manage content for digital audience of 38k+, leading social media strategy, posting, and engagement

### COASTAL CONSERVATION LEAGUE

November 2023 - October 2025

#### Communications Manager

- Creatively advance public awareness and engagement of the Conservation League's mission, programs, and events
- Produced newsletters, email series, and publications to support community engagement and fundraising initiatives; strengthened organizational branding and maintained website and blog
- Co-led communications for 3 campaign referendums (websites, social media, ads, yard signs, mailers)
- Managed daily social media content across multiple platforms, growing audience engagement
- Pitched, drafted, coordinated and strategized on news hits to earned media

### SOUTH CAROLINA SEA GRANT CONSORTIUM

February 2021 - September 2023

#### Coastal Public Information Coordinator

- Pitched and wrote stories for the Consortium's website, delivered news and content for various audiences, contributed to publications and products, and served as copy editor
- Created the Consortium's Instagram and managed social media platforms, led content creation and strategy, and maintained engagement
- Collaborated with cross-functional teams on digital campaigns and communications projects, translating research into engaging, audience-friendly content



## Education

### M.S. Environmental and Sustainability Studies

August 2020-August 2022

University of Charleston, South Carolina, Charleston, SC

4.0 GPA

Thesis: "Assessing the Sea-level Rise Governance Gap in the Charleston Tri-County Area"

### B.A. English Literature and Strategic Communication

August 2016-May 2020

High Point University, High Point, NC

3.75 GPA

Magna Cum Laude, All University Honors



## Skills

Canva  
Sprout  
CapCut  
Asana

Adobe Express/InDesign/Photoshop  
Wordpress/Squarespace  
EveryAction/Qualtrics/SurveyMonkey  
Email Marketing & Newsletters

