

Sierra Dawn McClain

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541-870-3796

EDUCATION

University of Oregon, Eugene, OR, 2018 – 2019

Pursuing Master of Arts in Journalism

Cumulative GPA: 4.0

University of Oregon, Eugene, OR, 2015 - 2018

Bachelor of Arts in History

Magna Cum Laude, Dean's List, GPA: 3.82

Ford Graduate Scholar – Class of 2018

Ford Family Foundation

Graduate-level college scholarship

Ford Scholar – Class of 2014

Ford Family Foundation

Full-ride undergraduate college scholarship

PROFESSIONAL WORK EXPERIENCE

Director of Campus Life at Shasta Middle School, 2015-2018

Lane County Campus Life, Eugene, Oregon

- Community leadership — running a program for 475 at-risk students annually in a low socioeconomic area; working with teachers, administrators, parents and like-minded organizations
- Directing events — booking speakers; coordinating bus/travel; leading excursions, retreats, biannual all-nighters, small groups, a weeklong summer camp and a weekly club for 50+ students
- Leading a volunteer team — recruiting, training and retaining
- Fundraising — co-running the most successful Campus Life annual auction in the nation; in charge of donor relations
- Marketing and brand development — social media marketing, designing promotional materials, editorial and multimedia work, writing a monthly newsletter

Fine Art Instructor and Custom Artisan, 2010-present

Sierra Dawn Custom Artwork, Eugene, Oregon

- Teacher — writing curriculum, teaching fine art classes

- Custom Artisan — marketing, advertising, illustrating, murals, graphic design, creating custom artwork on commission for businesses, governments and international clients

Online Retail Business Co-Owner, 2011-2014

Three Willows Ranch; www.threewillowsranch.com, Eugene, Oregon

- Sold to clients including research universities around the world
- Developed marketing strategies for holistic livestock equipment
- Created individualized quotes, diagrams, cover letters, presentations and marketing materials for high-volume customers including fairs, construction firms and universities
- Designed and wrote webpages about sustainable agriculture
- Managed finances, records and annual business taxes

SKILLS

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| <ul style="list-style-type: none"> • AP Style • In-depth interviewing • News reporting • Copywriting • Editing • Journalism law and ethics • Solutions Journalism • Scriptwriting • Newsletter and blog writing • Microsoft Office Suite • Adobe CS6 Creative Suite: Photoshop, Bridge, InDesign, etc. • Photography and videography with a DSLR Canon 80D camera • Multimedia editing software: Adobe Premiere Pro, Final Cut Pro, etc. | <ul style="list-style-type: none"> • Story development • Audio recording and editing • FOIA and public records requests • Scholarly research • SEO and Google AdWords • Familiarity with PC and Macintosh • Basic web design with Adobe Dreamweaver and Wordpress • Fundraising and donor relations • Volunteer recruitment • Training and team leadership • Social media marketing • Online collaborative platforms: Mailchimp, Google Drive, Slack, etc. • Strategic public relations • Strategic advertising campaigns |
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LANGUAGE KNOWLEDGE

English: Native Tongue

Italian: Moderate Proficiency

Latin: Fluent Reading and Translation

Honors: Memoria Press Latin Student Honor Award, 2010 & 2011

First Place in Nation, first out of 64 students

WRITING AWARDS

Library Research Award, Northwest Christian University, 2015
Topic of research paper: Human Trafficking Law Reform

Life in Oregon Writing Award, First Place in State, 2011 & 2012

LEADERSHIP AWARDS

Golden Eagle Award for Outstanding Leadership, Campus Life, 2016

Jimmy Brazell Community Impact Award, Jimmy Brazell Foundation, 2013

Phillips Legacy Foundation Scholar, Phillips University Legacy Foundation, 2015

Outstanding All-Around Student, Discus Awards, 2012

ART & DESIGN AWARDS

UpStream Art Contest, winner, hired by the City of Springfield to paint a mural, 2017

Featured Artist at Barnes & Noble, Eugene Barnes & Noble, 2016, 2017

Featured Artist at the Eugene Public Library, Eugene Public Library, 2016, 2017

Featured Artist at the Hult Center for the Arts, The Hult Center, 2014

Grumbacher Outstanding Art Teacher Award, Grumbacher Acrylics, 2014

Michaels Art Teacher of the Month Award, Michaels Arts & Crafts, 2013

Life in Oregon Art Contest, first place winner, Salem, OR, 2011 & 2012

SPEECH AND DEBATE AWARDS

Persuasive Speech 3rd Place, OSU, qualified to National Championship, 2015
Topic: The Orphan Crisis

IPDA Debate 1st Place Speaker, David Frank Tournament of Scholars, U of O, 2015

Impromptu Speech Finalist, OSU, qualified to National Championship, 2015

Extemporaneous Current Events Speech Finalist, OSU, first runner-up to Nationals, 2015

Bash-Whisler Annual Oratory Contest 3rd Place, NCU, 2015

IPDA Debate 6th Place Speaker Award, Linfield Tournament, 2014

Open IPDA Debate Silver Medalist, Pacific/Whitworth Tournament, 2014

National Human Rights Oratory Contest, Fourth Place in Nation, Washington D.C., 2012

Oregon Human Rights Oratory Contest, First Place in State, Salem, OR, 2012

Oregon Human Rights Oratory Contest, Third Place in State, Salem, OR, 2011

Western Round Robin Tournament, Winning Record, Bellingham, WA, 2012

Oregon Trail Qualifier Speech/Debate Tournament, Portland, OR, 2012

6th Place Team (out of 39 teams from Region 2)

6th Place Team Policy Speaker (out of 78 speakers)

1st Place Biographical Narrative Speech (out of 26) (Qualified to Nationals)

5th Place Impromptu Speaking (out of 48)

Inland Northwest Qualifier Speech/Debate Tournament, Coeur d'Alene, ID, 2012

7th Place Team (out of 31 teams from Region 2)

8th Place Team Policy Speaker (out of 62 speakers)

National Open Speech/Debate Tournament, Spokane, WA, 2012

8th Place Team (out of 47 teams)

Semi-finalist Persuasive Speech (out of 77)

Region II Regional Invitational Speech/Debate Tournament, Bellingham, WA, 2012

Semi-finalist Persuasive Speech (out of 34) (Qualified to Nationals)

2nd Place Biographical Narrative Speech (out of 26) (Qualified to Nationals)

Rainmakers Team Member, 2011-2012

NCFCA Competitive Speech and Debate League, traveled across Northwest & qualified to nationals

Voice of Democracy Oratory Award, Springfield, OR, 2011 & 2012
2nd Place in District

PSSDA Puget Sound Debate Camp, 2010
7th Place Novice Speaker

PROFESSIONAL SPEAKING EXPERIENCE

Regular Speaker at Shasta Middle School Campus Life, 2013 – present
Lane County Campus Life, Shasta Middle School Studio West, Eugene, OR
Spoke to at-risk students at Shasta Middle School about relevant topics: peer pressure, eating disorders, depression, etc.

Campus Life Donor Relations, 2013 – 2018
Lane County Campus Life, Eugene, OR
Spoke at churches, schools and country clubs across Lane County to fundraise and find volunteers (ex: University of Oregon, Lane Community College, Northwest Christian University, Onyx House, Eugene Vineyard, Fairfield Baptist Church, Eugene Christian Fellowship, Camp Creek Church, Eugene Hilton, Eugene Country Club, Shadow Hills Country Club, etc.)

Ford Scholars Conference Commencement Speaker, 2017
Ford Family Foundation, Represented the class of 2014, Eagle Crest Resort, Redmond, OR

Campus Life Retreat Speaker, 2017
Lane County Campus Life, Camp Namanu, Sandy, OR

Sky Camp Keynote Speaker, 2015 & 2016
Lane County Campus Life, Sky Camp, Fall Creek Reservoir, OR

Campus Life Retreat Speaker, 2015
Lane County Campus Life, Eagle Crest Resort, Redmond, OR

University Choir & Orchestra Concert Keynote Speaker, 2015
Northwest Christian University, Eugene, OR

Real Life Panelist, 2014
Lane County Campus Life, Sky Camp, Fall Creek Reservoir, OR

NCU Speakin' Beacon Team Member, 2014-2015
Competitive College Speech and Debate League, traveled across northwest & to nationals

Human Rights Event Keynote Speaker, 2014
Pioneer Courthouse, Portland, OR

Master of Ceremonies for Panel of Strong Women Event, 2014
Lane Community College, Eugene, OR

TeenPact National Convention Conference Campaign Speaker, 2013
TeenPact Leadership Schools, spoke to an audience of 900+ people, Dayton, TN

Stand Firm Oregon Event, 2013
Wayne L. Morse Courthouse, Eugene, OR

Master of Ceremonies for Breakfast Panel with Dr. Alveda King, 2013
Eugene Hilton, Panel moderator for Martin Luther King Jr.'s niece, Eugene, OR

Traveling Field Staffer, 2012 – 2013
TeenPact Leadership Schools, traveled to state capitol buildings across the nation and taught nonpartisan workshops on the political process, public speaking and parliamentary procedure to students ages 13-19

Committee Member of Lane Community College Council of Clubs, 2012 – 2014
Lane Community College, moderated discussions, events and panels, Eugene, OR

Training Director for Lane Community College Club Volunteers, 2012 – 2014
Lane Community College, led 50-minute training sessions for new volunteers

Affairs of the Heart Women's Health Fair Representative, 2012 – 2014
McKenzie Willamette Hospital Affairs of the Heart Health Fair, Lane Events Center, panelist and representative for women's health, Eugene, OR

North Eugene High School Health Class Presentation, 2012
North Eugene High School, gave 50-minute presentations to ask-risk youth

Thurston High School Health Class Presentation, 2012
Thurston High School, gave 50-minute presentations to ask-risk youth

Eugene Christian School Health Class Presentation, 2012
Eugene Christian School, gave 50-minute presentations to ask-risk youth

StandUpGirl Banquet Speaker, 2012
Eugene Country Club, Eugene, OR

Religious Freedom and Diversity Event Keynote Speaker, 2012
Wayne L. Morse Courthouse, Eugene, OR

Abolition Project International Fashion Show Keynote Speaker, 2012
University of Oregon Ballroom, spoke to 500+ people from around the world, Eugene, OR
Topic: *Human Trafficking*

CREATIVE PERFORMING EXPERIENCE

Master of Ceremonies and DJ for Shasta Middle School Dances, 2017 – 2018
Shasta Campus Life, Eugene, OR

Director of Mystery Dinner Theater, 2017
Shasta Middle School, Wrote script, directed and acted in dinner theater, Eugene, OR

Public Poetry Reading, 2014 & 2015
NCU Poetry Slam, Read original poems, Eugene, OR

Opening Act Soliloquy, 2015
NCU Night of Broadway, Eugene, OR

SERVICE & LEADERSHIP

Volunteer Leader for Campus Life, 2013 – 2015; 2018 – present
Lane County Campus Life, Eugene, Oregon

- Serving the staff and students at the Campus Life club, leading games and small groups, helping on retreats and events, counseling at summer camps, speaking

Volunteer at Shasta Middle School, 2013 - 2018
Shasta Middle School, Eugene, Oregon

- Emceeing/DJing school dances; face painting for events; providing back-stage support at Shasta band and choir concerts; chaperoning kids and running inflatables for no-referral parties; volunteering weekly in the school lunch line; helping with various tasks to support teachers, administrators, and the school counselor; school grounds clean-up

Volunteer Leader for Project Hope, annual event, 2014 – 2017
One Hope Network, Lane County, Oregon

- Before the event – planning ahead for months alongside other Campus Life directors and local churches to: find volunteers; secure donations; advertise; set up
- The annual weekend event – serving alongside 90+ local churches, ministries and businesses working together to: run a back-to-school kids’ fair; serve 36 local schools by washing, weeding, trimming, painting and more; give away supplies to families in need (in 2017 – 3,200 backpacks containing school supplies, 3,800 pairs of shoes, 3,200 pairs of socks, dozens of free haircuts, and thousands of meals)

Human Trafficking Outreach, 2011 – 2014

Hope Ranch Ministries, Eugene, OR

- Completing a 12-week training course to work with survivors of human trafficking; researching and crafting mock legislation to prevent human trafficking; interviewing a former sex slave; writing articles which were published both locally and nationally; writing an award-winning research paper on the sex trade; keynote speaker at the Abolition Project International Fashion Show

Traveling Field Staffer, 2012 – 2013

TeenPact Leadership Schools, traveled to several states across the nation

- Teacher – training youth ages 13-19 to understand the political process, teaching public speaking and debate, leading committees and small groups, teaching field experiences
- Coordinator – booking rooms and speakers, planning events, preparing staff teams
- Team Leader – empowering, mentoring, leading and serving staff and students

Founder/President of Lane Community College Student Support Club, 2012 – 2014

Lane Community College, Eugene, OR

- Planning events; scheduling rooms; booking speakers; designing brochures and flyers; advertising; recruiting and retaining club members; finding donors; leading fundraising efforts; managing group emails; answering phone calls; creating PowerPoint presentations; selecting and training student leaders; planning events for up to 5,000 people; providing support to pregnant and parenting students on campus; installing changing tables in college bathrooms; running successful diaper and clothes drives; recruiting volunteers for college childcare center

OTHER ACTIVITIES

Sustainable Conservation Farm Hand, 2007 – present

Three Willows Ranch, Eugene, OR

- Milking, feeding and caring for an award-winning line of Alpine dairy goats
- Gave vaccinations, drew blood, trimmed hooves, disbudded and castrated livestock; assisted in difficult births; cared for sick and injured animals; veterinary support
- Provided support to Weston McClain (brother) in raising and caring for the largest flock of heritage Clun Forest sheep in the western U.S.
- Daily care of poultry and waterfowl
- Led farm tours, field trips and work days for school groups

Leader of International Student Success Story Project, 2019

University of Oregon International Admissions Department

In partnership with the *Friendship Foundation for International Students*

- Telling the stories of international students at the University of Oregon through video, photojournalism and written stories

International Student Outreach, 2010

University of Oregon Friendship Foundation, Eugene, OR

Ballroom and Swing Dance Instructor, 2014 – 2015

Rejoice! Dance Club, Eugene, OR

Mezzo-Soprano Singer, 2014 – 2015

Northwest Christian University Choir, Eugene, OR

Council Member, 2012 – 2014

Lane Community College Council of Clubs, Eugene, OR

Music Outreach, 2008-2015

Eugene, OR

- Played piano and sang at homeless shelters, churches, youth groups and nursing homes

Homeless Outreach, 2008-2014

Eugene Homeless Mission, Eugene, OR