

# Sierra Dawn McClain

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## EDUCATION

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### **Master of Arts in Journalism**

University of Oregon, 2018-2019  
Kappa Tau Alpha, GPA: 3.96

### **Bachelor of Arts in History**

University of Oregon, 2015-2018  
Phi Beta Kappa, GPA: 3.82

### **Ford Scholar**

Ford Family Foundation, 2014  
Full-ride college scholarship  
125 students chosen from 6,500 applicants (1.9% acceptance)

### **University Research Award**

University of Oregon, 2019

## SPECIALIZED SKILLS

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- AP Style
- In-depth interviewing
- Photojournalism
- Videography
- Audio storytelling
- Public speaking
- Data journalism
- Fundraising and donor relations
- Nonprofit newsletter writing
- Editing
- Strategic advertising campaigns
- Adobe CS6 Creative Suite
- Copywriting
- SEO and Google AdWords
- Typography
- Social media marketing
- Strategic public relations
- Quantitative research methods

## **LANGUAGE KNOWLEDGE**

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**English:** Native Tongue

**Italian:** Moderate Proficiency

**Latin:** Fluent Reading and Translation

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

First place in the United States two years in a row (out of 64 students)

## **AWARDS AND HONORS**

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**Undergraduate Research Award**, University of Oregon Libraries, (8 winners selected out of 49 applicants), 2019

Research topic: Middle Eastern religious history

Published: Oregon Undergraduate Research Journal, spring 2019 issue

**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

**Golden Eagle Award for Outstanding Leadership**, Campus Life, 2016

**Phillips Legacy Foundation Scholar**, Phillips University Legacy Foundation, 2015

**Library Research Award**, Northwest Christian University, 2015

Research topic: Human trafficking law reform

**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

**Jimmy Brazell Community Impact Award**, Jimmy Brazell Foundation, 2013

**Outstanding All-Around Student**, Discus Awards, 2012

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

**Life in Oregon Art Contest**, First Place, Salem, OR, 2011 & 2012

**Persuasive Speech 3<sup>rd</sup> Place**, OSU, qualified to National Championship, 2015

Topic: The Orphan Crisis

**IPDA Debate 1<sup>st</sup> Place Speaker**, David Frank Tournament of Scholars, U of O, 2015

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

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

**Bash-Whisler Annual Bible Memorization Contest 3<sup>rd</sup> Place**, NCU, 2015

**IPDA Debate 6<sup>th</sup> Place Speaker Award**, Linfield Tournament, 2014

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

**Jimmy Brazell Community Impact Award**, Jimmy Brazell Foundation, 2013

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

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

**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 speakers)

**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)

**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**

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**Lecture on Middle Eastern History**, 2019  
*University of Oregon*, Knight Library Browsing Room  
Award-winning research presentation

**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 numerous 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 Banquet 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

**Emcee and DJ for Shasta Middle School Dances, 2017 – 2018**

*Lane County 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*

## **PROFESSIONAL WORK EXPERIENCE**

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**Multimedia Field Reporter for Capital Press, December 2019-present**

EO Media Group – Salem, Oregon

- Covering agriculture, international affairs, politics, business and economics, the environment, rural communities, food and wine, fish and wildlife, science, energy, labor, law, health care and more.

**Media Intern for the United Nations, August 2019-present**

OHCHR Media and Public Positioning Section – Geneva, Switzerland

- Helped the High Commissioner for Human Rights (former president of Chile) prepare speech notes for press conferences
- Prepared and archived press releases and media advisories
- Facilitated news media requests and monitored media exposure
- Researched global issues for 42nd Human Rights Council Session

**Intern Reporter for Capital Press, June-August 2019**

Capital Press – Salem, Oregon

- Wrote the most-read, most-shared story in the newspaper's history
- Received Charles Snowden Award for Excellence in Journalism
- Wrote and photographed stories on agriculture, rural communities, politics, business, economics, crime, the environment, renewable energy, technology and natural disasters

**Independent Investigative Reporter, 2018-2019**

- Bylines (original and syndicated) in The Associated Press, The Seattle Times, U.S. News & World Report, The Register-Guard, The Eugene Weekly, The Other Oregon, Oregon State University Press, The Daily Emerald and other publications

**Leader of International Student Success Story Project, 2019**

UO Friendship Foundation for International Students – Eugene, Oregon

- Created a video to tell the stories of international students

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

Lane County Campus Life – Eugene, Oregon

- Co-led the most successful Campus Life annual fundraising auction in the U.S. (\$163,000+ net profit from donations)
- Directed program for 475 at-risk youth annually; increased weekly club participation by 150% in 2 months (from 20 to 50 students)
- Recruited, trained and retained 25 core volunteers
- Coordinated speakers and travel; planned events for 1,000+ people
- Directed creative projects; chief writer of nonprofit newsletter

**Owner of Art and Design Business, 2010-present**

Sierra Dawn Custom Artwork – Eugene, Oregon

- Wrote curriculum; taught fine art classes to 43 students per week
- Created artwork for businesses, governments and int'l clients

**Co-Manager of Family-Owned Online Retail Business, 2010-2014**

Three Willows Ranch, [www.threewillowsranch.com](http://www.threewillowsranch.com) | Eugene, Oregon

- Sold holistic livestock equipment to thousands of clients
- Developed and designed webpages about sustainable agriculture

- Created marketing materials for high-volume customers including fairs, construction firms and research universities worldwide
- Managed finances, account records and annual business taxes

**Small Business Co-Owner**, 2012 – 2014, later passed on management to family members

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

- Receptionist – answering phone calls and emails, placing orders, customer service
  - Office Administrator – word processing, keeping records, filing, organizing, financial management
- Webmaster – developing website, designing graphics, advertising, copywriting, creating web pages using Adobe Dreamweaver

## **SERVICE & LEADERSHIP**

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**Volunteer Leader for Campus Life**, 2013 – 2015; 2018 – 2019

*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

- DJing school dances; face painting for school 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 church members 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 Awareness**, 2011 – 2014; 2018 – 2019

*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; 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 Student Support Club, 2012 – 2014**

*Lane Community College; Students for Life of America, 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

**Sustainable Conservation Farm Hand, 2007 – 2019**

*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

## **OTHER ACTIVITIES**

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**Assistant Ballroom Dance Coach, 2020**

*National Dancesport*

**Hosted International Students, 2010 and 2018-19**

*University of Oregon Friendship Foundation*

**Ballroom and Swing Dance Instructor, 2014 – 2015**

*Rejoice! Dance Club*

**Mezzo-Soprano Singer, 2014 – 2015**

*Northwest Christian University Choir*

**Student Council Member, 2012 – 2014**

*Lane Community College Council of Clubs*

**Music and Worship Ministry, 2008-2012**

*Churches; homeless shelters; nursing homes; youth groups*

**Homeless Outreach, 2008-2012**

*Eugene Homeless Mission*