


# Sophia Nicholas

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Sustainability, Local Government, and Non-Profits Professional with 16 years of experience advancing sustainability programs through program and policy development, budget oversight, procurement & contracting, staff management, strategic communications, community engagement and outreach, constituent relations, fundraising, and organizational development. Creative and passionate leader, dedicated to tackling environmental challenges and inspiring others to do the same. A proven track record of using excellent personal, communication, and organization skills to advance programs and partnerships at the government and community level.

## EXPERIENCE

MAY 2021 – PRESENT: SALT LAKE CITY CORPORATION, SUSTAINABILITY DEPARTMENT, SALT LAKE CITY, UT  
**Deputy Director**

- Supervise nine staff in the Energy and Environment (E&E) Division, and guide program development for Salt Lake City's priorities around renewable energy, climate policy, air quality, food equity, energy efficiency, building electrification, and sustainable business.
- Create and manage annual \$2 million budget, assess program needs and opportunities, and present budget and program updates to City Council.
- Oversee federal grant strategy including project oversight for two current EPA grants.
- Oversee strategic communications and outreach for all above programs plus recycling and waste services in the Waste & Recycling Division.
- Serve as primary Public Relations point of contact for E&E Division and coordinate press with Mayor's Office and program staff.
- Communicate with residents, community councils, the media, businesses, and other stakeholder groups on City sustainability programs.

MAY 2016 – MAY 2021: SALT LAKE CITY CORPORATION, SUSTAINABILITY DEPARTMENT, SALT LAKE CITY, UT  
**Sustainability Communications Manager**

- Develop and execute communications strategies to increase awareness of and participation in City programs and services around recycling & waste reduction, climate & air quality, and local food.
- Develop meaningful engagement opportunities for residents to participate in City decision-making around waste & recycling services, climate programs, and other sustainability initiatives.
- Maintain SLCgreen social media platforms on Facebook, Instagram, and Twitter; send out weekly SLCgreen newsletter; oversee content creation; and supervise part-time staff and interns.

2008 – 2016: HEALTHY ENVIRONMENT ALLIANCE OF UTAH (HEAL UTAH), SALT LAKE CITY, UT  
**Associate Director, 2015 – 2016; Development Director, 2008 – 2015**

- **Fundraising:** Led organizational fundraising efforts by coordinating staff, Board, and volunteer involvement to raise an annual \$300,000 budget. From 2008-2015, through the Great Recession, expanded membership support as percentage of total income from 35 percent to 55 percent to strengthen overall funding base. Wrote grants, planned major events, coordinated donor recognition activities, identified and solicited major donors, and tracked financial data for grant reporting.

- **Outreach & Communication:** Promoted HEAL Utah via social media. Updated and helped maintain HEAL Utah website (Wordpress). Wrote and edited informational and appeal emails sent to HEAL Utah's list of 11,000 supporters. Made public presentations. Implemented outreach strategies and marketing campaigns to attract new donors to HEAL Utah. Helped plan outreach activities to educate and engage different segments of the community in HEAL's mission.
- **Financial:** Managed major financial activities, including facilitating the organizational audit and IRS 990 filing. Assisted in the creation and management of annual \$300,000 budget and monthly rolling forecasts to present to Board of Directors. Managed and tracked all bookkeeping and accounting tasks. Monitored expenditures. Maintained HEAL Utah's donor database & Quickbooks accounting system. Produced and compiled fundraising and financial reports.
- **Management:** Assisted in the annual development of organizational strategic plan to determine campaign priorities, outreach messages, funding opportunities, and staffing assignments. Helped lead quarterly staff reviews to assess progress towards annual goals. Aided in the cultivation, recruitment, and training of new members for the Board of Directors. Convened quarterly Fundraising Committee meetings. Assisted in staff and intern supervision and development of annual reviews. Processed payroll. Maintained and updated organizational policies as necessary. Addressed human resources questions.

## EDUCATION

MAY 2006

**Bachelor of Arts Political Science** / Wellesley College, Wellesley, MA

Cum Laude. Pi Sigma Alpha (Political Science honor society).