

# DANIELLE M. CRANMER

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## Career objective

To forge a career that fuses my deep-seated interest in sustainable development with my skills in web and communications.

## Education

**UNIVERSITY OF WISCONSIN-MADISON**, B.S., Soil Science; Specialization: International Agriculture and Natural Resources, May 1998. GPA: 3.93/4.0

**ACADEMIC HONORS:** Fulbright Grant for study and research in the Brazilian Amazon (2000-2001), Graduated with Highest Distinction (1998), Runner-up for College of Agriculture and Life Sciences Outstanding Senior Award (1998), Douglas Sorenson Scholarship (1997), Phi Kappa Phi Honor Society (1997-1998), Wisconsin Aglime Corporation Scholarship (1996), Riker Scholarship (1995)

## Professional experience

**WORLD HEALTH ORGANIZATION**, Web Team, Geneva, Switzerland (July 2003-July 2005)  
Title: Web producer

- Maintained WHO home page and other high-profile sections of the WHO web site.
- Departmental clients for which I was responsible all renewed for the period of my employment, and the number of clients *doubled* as a result of these relationships.
- Actively participated in the open-source software development process.

**UNIVERSITY OF WISCONSIN-MADISON**, Dept of Food Science, Madison, WI (2002)  
Title: Food safety outreach specialist

- Coordinated food safety education program for low-income, at-risk populations.
- Coordinated development of bilingual, web-based educational tool.
- Developed two web sites and accompanying paper-based materials.
- Deployed surveys and statistical methods to evaluate the educational program.

**UNIVERSITY OF WISCONSIN-MADISON**, Dept of Rural Sociology, Madison, WI (2002)  
Title: Associate outreach specialist

- Piloted a tractor-mounted GPS device for measuring the location and amount of manure spread on agricultural land, to be used for runoff and water quality research.
- Analyzed spatial data and generated ArcView maps.
- Assisted with field outings, researching GIS data, etc.

**FULBRIGHT GRANT** for study and research in Belém, Brazil (2001)  
Project title: "Mapping logging roads in the Amazon from satellite images"

- Learned theory, techniques, and software of remote sensing, Geographic Information Systems (GIS), and image processing.
- In collaboration with other researchers at Imazon, developed a method for quantifying logging roads in satellite images, serving as a predictor of deforestation.

**WISCONSIN DEPT OF NATURAL RESOURCES**, Madison, WI (half-time position, 2000)  
Title: Toxics Release Inventory assistant

- Maintained database of toxic chemicals released by private companies in Wisconsin.

**MICHAEL FIELDS AGRICULTURAL INSTITUTE**, East Troy, WI (2000)

Title: Garden intern

- Organically grew vegetables for over 70 subscribers, markets, and wholesale accounts.
- Managed all aspects of the garden on a rotational basis (i.e., managing value-added salad mix operation, selling produce at farmers' markets, newsletter production, etc.)
- Conducted a research project comparing particulate organic matter levels in conventional, organic and biodynamic agricultural systems.

**CONSORTIUM FOR SUSTAINABLE AGRICULTURE RESEARCH AND EDUCATION**,

Madison, WI (1999-2000)

Title: Outreach assistant

- Solicited donations from members, recruited new members for the organization.
- Wrote various articles and assisted with layout/design for quarterly newsletter.
- Conducted customer satisfaction surveys and compiled results.
- Coordinated with members on CSARE promotion at conferences.

**UNIVERSITY OF WISCONSIN-MADISON**, Dept of Soil Science, Madison, WI (1996-2000)

Title: Research gardener/soil technician

- Executed field research: plot maintenance and collection of soil, plant, groundwater and runoff samples for studies involving nitrogen and phosphorus management.
- Conducted laboratory analysis of samples, including soil Bray P1 (phosphorus), Mehlich 3 extraction, nitrogen/nitrate.
- Developed protocol for phosphorus analysis procedures.
- Compiled and processed research data.

## **Workshops and conferences**

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- Information Architecture Conference. Paris, France 8-9 June 2004
- Sustainable Development in the Knowledge Era. Geneva, Switzerland 30-31 Oct 2002
- 3rd World Summit on Internet and Multimedia. Montreux, Switzerland 8-10 Oct 2002

## **International experience**

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- August 2002-present: Lived and worked in Geneva, Switzerland
- January 2000-December 2001: Fulbright research in Belém, Brazil
- January 1999-July 1999: Lived and worked in Rio de Janeiro, Brazil
- January-May 1997: Studied at EARTH University, Costa Rica

## **Language proficiency**

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- French: advanced speaking and writing skills (passed UN proficiency exam)
- Portuguese: fluent speaking and advanced writing skills
- Spanish: fluent speaking and advanced writing skills

## **Computer proficiency**

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**Languages:** HTML/XHTML, CSS, IDL

**Software:**

- HTML/CSS editors: HomeSite, FrontPage, Dreamweaver, AceHTML, TopStyle Lite
- Remote sensing and GIS software: ENVI, ArcView, ArcGIS
- Image tools: Adobe Photoshop, ImageReady, Illustrator
- Other: Bricolage, Microsoft Office suite, Adobe Acrobat Professional, OpenOffice suite