

SAM ROSE PHILLIPS

Conservation Storyteller
www.samrosephillips.com



GET IN TOUCH

- +647 688 0206
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- [@samrosephillips](https://www.instagram.com/samrosephillips)
- Ucluelet, BC

EDUCATION

- 2015
Environmental Visual Communications, Certificate
Fleming / Royal Ontario Museum
- 2009 - 2013
B.A., English & Cr. Writing
York University, Magna Cum Laude

SKILLS

- Communication (Oral / Written)
- Wildlife Research & Filming
- Interpersonal / Community Liasing
- Camera & Sound Gear Operation
- Assets Management

PROFILE

Sam Rose Phillips is a filmmaker and writer based in Yuułu?iit̓ Territory. She focuses her lens on human-wildlife stories and their ecological & cultural significance to coastal communities. Sam specializes in off-grid, remote storytelling both from land and on the water, spending the first 5 years of her career as a one-woman film crew. Framing narratives alongside NGOs like Conservancy Hornby Island, Sea Shepherd, North Coast Cetacean Society, Clayoquot Action, and Cetus Research & Conservation Society, has instilled in her a dedication to ethical filmmaking practices and communicating with clarity. She is currently directing a documentary about coexisting with wildlife.

WORK EXPERIENCE

2015 - Present

Conservation Storyteller

Freelance / Various | Ucluelet, British Columbia

- Develop & implement creative communication strategies to advance conservation agendas for communities & eNGOs such as Cetus, Clayoquot Action, Sea Shepherd.
- Plan, shoot, edit short documentary films & photo essays.
- Design, write, and execute communication print and digital materials leveraging high-quality visuals (e.g. magazine, blogs, websites, social media, etc.).
- [Selected Work: Echoes in the Strait: The Cetus Story \(2021\)](#)

2018

Filmmaking Mentor

Tla-o-qui-aht First Nation | Tofino, British Columbia

- Taught Tla-o-qui-aht youth how to make a film from pre- to post-production.
- Oversaw two youth community members as they documented and edited their first short film about the importance of elders sharing their wisdom with youth.

2016 - 2018

Chief Storyteller

Clayoquot Action | Tofino, British Columbia

- Stategize, film, edit, and launch short films. Through video, photography, writing, and social media, I worked towards the advancement of conservation goals within the Clayoquot Sound community.
- Regularly updated website and social media in time with expedition launches.
- Directed the launch of the campaign & website design for SalmonPeople.ca, which reframes the conversation to encompass how above and beyond the ecosystems and cultures, the British Columbia economy depends on the health of wild salmon.
- [Selected Work: Behind the Bloom: Clayoquot Action Film](#)

EXPERTISE

- ▶ Remote Projects
- ▶ Audio / Visual
- ▶ Writing
- ▶ Self-Starter
- ▶ Campaign Strategy
- ▶ Public Speaking
- ▶ Workshop Leadership
- ▶ Team Building

CERTIFICATIONS

2017

Reconciliation Through Indigenous Education

UBC

2017

Open Water Diver

PADI / Sundown Diving

2016

Wilderness First Aid

20 Hours

REFERENCES



Mark Dombowsky

Executive Director, Cetus

- +604 809 1360
- mark.dombowsky@cetussociety.org
- Victoria, BC



Janie Wray

CEO, BCWhales.org

- +250 954 7609
- janie@bcwhales.org
- Fin Island, BC

WORK EXPERIENCE (CONT)

2017 - 2019

Campaign Leader & Media Lead

Sea Shepherd Conservation Society | Global Locations

- On [Operation Clean Waves](#), lead the entire research and assessment efforts to tackle ocean pollution, coral restoration, and the climate crisis in Kiribati.
- On [Operation Good Pirates of the Caribbean](#), filmed, photographed, and wrote media releases surrounding the relief efforts of the crew of the M/V John Paul DeJoria after hurricanes Irma & Maria devastated the Caribbean.
- On [Operation Milagro IV](#), filmed, photographed, and wrote media releases to save the most endangered marine mammal in the world – the vaquita porpoise.

2016

Deckhand & Campaign Assistant

Pacific Wild | Scott Islands, BC

- Joined expedition to Triangle Island for the Great Bear Rainforest IMAX; assisted in all aspects of the voyage including cooking, safety; performed communication tasks including video editing and preparing content for social media and blog.

2015

Field Photographer & Documentary Filmmaker

North Coast Cetacean Society | Gil Island, BC

- Developed short film about the rescue of a transient orca for same-day release; the video has 279,000+ views and is credited with directing media coverage of the event.
- Directed, filmed & edited a film to promote marine protection of the Tsymysyen Sea.
- Working with a small team remotely and in-the-field, managed communications program promoting Cetacea Lab's work in the Tsymysyen Sea for social media, blogs, grants, etc.
- [Selected Work: The Singing Sea: Save Our Seas Magazine](#)
- [Selected Work: The Singing Sea: Short Film](#)

2013 - 2015

Copywriter & Manager of Business Development

Stephen Thomas Ltd | Toronto, ON

- Working with a small team, developed creative marketing and fundraising concepts.
- Independently drafted donor letters, emails, direct mail appeals, social media posts, banner ads, website copy, newsletters, etc., for Canada's largest charities (e.g, Kids Help Phone, Canadian Cancer Society, and Doctors Without Borders).
- Lead the marketing and fundraising team in opportunities with 80 of Canada's top non-profits in 1.5 years by refining business & communications strategy, streamlining processes, generating business proposals, marketing materials, research, and more.
- Coordinated flagship events (e.g., Digital Leap, Fundraising Masterclasses).

VALUES

