

ERIN ZIMMERMAN, PHD

Policy Advocate & Communications Specialist

650.770.4436 | erinczimmerman@gmail.com | www.erinzimmermanphd.com | linkedin.com/in/erin-zimmermanphd

Enthusiastic and collaborative communicator, policy analyst, and writer with 12+ years of experience. Expertly balances time and workload to manage deadline pressure and multiple concurrent projects with grace and flexibility. Leverages data and partnerships to identify and influence stakeholders. Passionate about driving awareness of climate issues and working collaboratively to achieve goals in ambiguous environments.

Policy Analysis: Uses data to compare policy options and support policy makers in effective decision making.

Writing Excellence: Cutting through clutter to get to the core message with compelling and conversational writing.

KEY STRENGTHS

Strategic Communications | Policy Analysis | Partnership Building | Social Media | Editorial | Policy Research | DEI | Working Independently and Autonomously | Talking Points | Policy Briefs | Blog Posts | Stakeholder Engagement

PROFESSIONAL EXPERIENCE

Wisk – Sunnyvale, CA / Remote

COMMUNICATIONS SPECIALIST

2022 – 2024

Created compelling content spanning multiple channels, including web, social media, print, and association publications. Drove engagement and awareness for innovative product launches, including the 6th generation aircraft. Identified opportunities and developed content for thought leadership through events and media opportunities. Wrote articles, press releases, video scripts, talking points, and newsletters. Maintained WordPress website and HubSpot landing pages.

- Identified key advocacy goals and developed targeted content for regulators and legislators
- Created strategic content campaigns enhanced with personalized storytelling to engage targeted audiences
- Collaborated cross-functionally and with scientific and technical leads to create fact sheets, press releases, and briefs
- Developed and executed social media marketing campaigns

VirtaMed – Sunnyvale, CA & Switzerland

MARKET DEVELOPMENT MANAGER, US

2018 – 2022

Partnered with the Business Development team to develop and produce content around key product launches for a niche US market. Prioritized areas to communicate relevant issues, spearheaded community engagement, and created long and short-form digital, social media, and print content. Conducted extensive research and wrote articles, press releases, policy briefs, design briefs, and newsletters. Leveraged data to make compelling arguments and deliver messages quickly.

- Created engaging content with personalized storytelling, used Adobe Suite to develop marketing materials
- Directly engaged with community members to deliver trainings and presentations, gather feedback
- Ran social media channels, including content development

German Institute of Global and Area Studies - Germany

RESEARCH ASSOCIATE

2017 – 2022

Built and negotiated the partnership with the Institute; worked collaboratively with junior and senior-level stakeholders. Researched and wrote articles for peer-reviewed journals, public-facing op-eds, and policy-relevant analysis. Developed strategic plans to compile grant applications and apply for research grants. Funded to attend conferences and industry events.

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Epic Systems Corp. – Verona, WI

QUALITY ASSURANCE MANAGER

2014 – 2016

Drove day-to-day Quality Assurance operations for a large-scale (\$1.2M) software development project. Worked across teams to ensure alignment on priorities, vision, and deliverables. Navigated continuous change and evolution of project requirements; effectively communicated with 30+ internal stakeholders. Wrote numerous technical documents.

EARLY CAREER

RESEARCH ASSOCIATE & EDITOR | INDO-PACIFIC GOVERNANCE RESEARCH CENTER – AUSTRALIA

2012 – 2016

Wrote grant proposals, book manuscripts, and communications for fundraising events and global donors.

PORTFOLIO

DIGITAL LINKS: [Personal Website](#) | [Academic Article](#) | [San Jose Spotlight Profile](#) | [Technical Blog](#) | [Human Interest Story](#)

BOOKS: *Governance Entrepreneurs: Think Tanks and Non-Traditional Security in Asia*, Critical Studies of the Asia-Pacific, Palgrave Macmillan, 2015. ISBN: 9781137488244

CHAPTERS IN EDITED BOOKS: Zimmerman, Erin C. "Think Tanks as Governance Entrepreneurs: Institutionalizing Human Rights Discourse in Asia," in Julien Landry (ed.), *Power, Politics, and Knowledge: Critical Perspectives on Think Tanks*, Edward Elgar Publishing, 2021.

JOURNAL ARTICLES: With Anna Longhini, "Regional Security Dialogues in Europe and Asia: The Role of Track 1.5 Forums in the Practice of International Security." *European Journal of International Security*, 2021: 1-22. | With Diane Stone, "ASEAN Think Tanks, Policy Change and Economic Cooperation: From the 1997 Asian Financial Crisis to the 2009 Global Financial Crisis." *Policy and Society*, 2017: 1-16. doi:10.1080/14494035.2017.1397394 | "Security Cooperation in the Indo-Pacific: Non-traditional Security as a Catalyst," *Journal of the Indian Ocean Region*, December 2014: Vol. 10.

GOVERNMENTAL REPORTS: With Lisa Hill and Kate Alport, "E-Voting and Electoral Inclusion: South Australia, Australia, and Beyond, Final Report to the South Australian Electoral Commission," Australian Research Council Linkage Partner for Project LP0348600: "Electronic Voting and Electoral Inclusion: Implications for South Australia," 2011.

MONTHLY NEWSPAPER COLUMNS ON CLIMATE: San José Spotlight (circulation of 650K+) | India Currents (circulation of 150K+)

VOLUNTEER

Board Member & Advisor, Silicon Valley Youth Climate Action (*mentor, editor, social media strategist*) 2022 – Present

Climate Reality Leader, Climate Reality Project (*Legislative committee*) 2019 – 2023

Co-Founder/Program Director, Zharity Earth (*conservation group in Switzerland*) 2016 – 2018

Co-Founder, Campbelltown Produce Swap 2013 – 2014

TECHNICAL SKILLS & LANGUAGES

Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), MS Teams, Adobe Suite InDesign, Illustrator, Photoshop, Figma
HubSpot, Upwork, Mail Chimp, Google Suite, Social Media Applications, Mac & PC OS, JIRA, Canva, Slack
Languages: *Conversational in German & French.*

EDUCATION & CERTIFICATIONS

(Certificate) Climate Change: Learning for Action Fellowship | TERRA.DO 2024

(PhD) Doctor of Philosophy in Political Science | UNIVERSITY OF ADELAIDE 2013

(MA) Master of Arts in Political Science | UNIVERSITY OF ADELAIDE 2010

(BA) Bachelor of Arts in Political Science | COLORADO STATE UNIVERSITY 2004