

# KATIE CLEEK

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## EXPERIENCE

### Board Chair

*Surfrider Florida Keys* 06/2022 - Present

- Served as Board Secretary (06/2022-06/2024), Vice Chair (06/2024-04/2025), and currently Chair of the Surfrider Foundation's Florida Keys Chapter.
- Leads all Chapter operations across a 100-mile stretch of the Florida Keys, acting as the primary spokesperson in collaboration with Surfrider HQ, government officials, and partner organizations.
- Oversees recruitment, engagement, and coordination of volunteers, activists, and a 14-member executive board to drive grassroots initiatives focused on clean water, climate and coastal resilience, plastic pollution reduction, and ocean protection.
- Represents the Chapter at local government hearings and leads regional advocacy campaigns, including support for the Florida Keys National Marine Sanctuary's Restoration Blueprint. Engaged with NOAA leadership in Washington, D.C., and lobbies at both the U.S. Capitol and Florida State Capitol for key legislation such as the Safe Waterways Act and mangrove restoration funding.
- Manages all digital communications, including Chapter website, blog, and social media. Leads fundraising efforts, grant writing, and donor engagement to support ongoing conservation work.
- Organizes and promotes impactful ocean conservation events, including regular coastal cleanups, ocean-friendly gardening workshops, climate action initiatives, environmental film screenings, and other educational programs.

### Community Outreach & Marketing Coordinator

*Mote Marine Laboratory* 05/2023 - Present

- Specializes in developing, enhancing, and executing community-focused events to promote Mote Marine Laboratory's coral reef research and restoration efforts across the Upper Florida Keys, from Ocean Reef to Islamorada, with occasional outreach in Miami-Dade County.
- Leads internal and external events including Reef Revival Fest (200+ attendees), Splash of Color: Buoy Paint Night, Pup's and Polyps: Adopt a Coral Launch Party, BleachWatch trainings, and the Key Largo 4th of July Fireworks & Boat Parade viewing.
- Represents Mote at community festivals and public events while building and maintaining strategic relationships with local governments, chambers of commerce, NGOs, business owners, and partner nonprofits.
- Develops and facilitates onsite public engagement experiences at Mote's Key Largo and Islamorada campuses, including regularly scheduled facility tours and interactive sessions.
- Creates promotional materials and communications plans for major events, ensuring consistent, engaging messaging across platforms.
- Manages @protectourreefs Instagram and Facebook accounts; since April 2024, increased reach by 528% and follower count by 120%, strengthening digital engagement with Mote's mission.

### Social Media & Marketing Manager // Bistro Manager

*Gardenia's Bistro* 11/2022 - 05/2023

- Developed engaging social media and marketing content and uses calligraphy/design skills to create signage and graphics
- Created a clear, consistent brand with daily and weekly posts that are up to date with social trends leading to a 14.5% increase in engagement since the beginning of 2023
- Organized and coordinates eco-conscious events ranging from conservation bingo to brunch to birthday parties
- Managed a team on daily operations of running environmentally friendly bistro

### PADI Master Scuba Diver Trainer

*CRPC at John Pennekamp State Park* 07/2019 - 12/2022

- Supervised and managed up to 49 customers during their in water snorkel activities, guided up to 8 certified divers on tours of the reef, instructed up to 8 students on various PADI courses
- Conducted briefings for customers with a variety of age, experience, and language barriers about the amenities of the vessel, USCG safety procedures, in water procedures, and educated about the state of the local ecosystem
- Trained new employees on vessel procedures, safety, and providing positive customer experience

## CERTIFICATIONS

### American Academy of Underwater Sciences

Scientific Diver 2022  
*In accordance with the Standards of FIU and AAUS*

### Emergency First Response

First Aid/CPR/AED Instructor 2019-2025  
*(Adult & Child)*

### Professional Association of Diving Instructors

Master Scuba Diver Trainer 2019-2025

- Emergency Oxygen Provider Instructor
- Deep Instructor
- Drift Instructor
- Full Face Mask Instructor
- Wreck Instructor
- Enriched Air (Nitrox) Instructor
- Peak Performance Buoyancy Instructor
- Project Aware Instructor
- AWARE Coral Reef Conservation Sp Instructor

## EDUCATION

### University of Georgia 2014-2018

Bachelor of Science - College of Public Health  
*Health Promotion and Behavior*

### Discover Abroad Program

Sustainability & Natural History  
*Australia to New Zealand*

### Internship

Northwestern Benefit Corporation  
*Wellness Intern*

### Rainbow Reef Dive Center

2018-2019

### Internship

Open Water Diver to Master Scuba Diver Trainer  
*Experience includes: First Mate, Dive Guide, Dockmaster, Retail Sales, Reservations, & Misc. (boat yard, gear repair)*

## SKILLS

- Proficient within:
  - Hubspot CRM
  - Wordpress
  - Canva
  - Adobe
  - Procreate
  - Microsoft Office
  - DonorPerfect
  - Heartland
  - Ticketure
  - Golden
- Social Media, Photo & Video Editing
- Verbal & Written Communication
- Website Development
- Boat Handling Vessels up to 50ft
- Coral Reef Restoration Techniques