



Rebecca Dunlap

Project Consultant, Research/Marketing Assistant

Overview:

Instilled with a love for people and parks, Becky Dunlap embarked on a career in parks and recreation in the hopes that she could change lives through the power of play, health and wellness, and community relationships. While studying at the Warnell School of Forestry at the University of Georgia, she took an interest in developing her technical skills, learning website development, graphic design, and social media marketing on the side. Becky pursued an internship with the Athens Clarke County Water Conservation Office, where she took on a myriad of responsibilities, from leading interpretive programs, planning education and fundraising events, and managing the social media marketing for the program. Becky jumped into a management role shortly after joining the City of Boulder Parks and Recreation as a Facility Coordinator, supervising operations at the recreation centers and outdoor facilities. Her enthusiasm for the power of parks and recreation aligns naturally with Greenplay's mission to help organizations dedicated to parks, recreation, and open space achieve community goals through high quality, dynamic, creative, and functional solutions.

EDUCATION

- Bachelor of Science of Forest Resources, Natural Resource Recreation and Tourism, University of Georgia, 2013

Representative Project Experience

GreenPlay LLC (2014 to present)

- Research Assistant conducting nationally-focused and community specific trends and demographics analysis
- Project Consultant assisting in all planning elements, with a focus on social media, marketing, cultural context, and innovative community outreach

Representative GreenPlay Projects:

- Amherst, NY
- Clinton, IA
- Clovis, CA
- Colchester, VT
- Darien, CT
- DeBary, FL
- Littleton, CO
- Louisville, CO
- Plainfield Park District
- Prospect Heights, IL
- Redmond, OR
- Wilsonville, OR

Other Experience: Marketing Assistant, City of Boulder Parks and Recreation

- Analyzed community demographics to strategically plan and improve marketing efforts
- Scheduled social media posts and campaigns to raise awareness of programs and events
- Customer Service Team Member - Minimized the disconnect between the customer service team and the marketing team through enhanced communication and extensive training