

PROJECT BRIEF



by: Carena Stewart

Project Overview

The Ogallala Land and Water Conservancy partnered with me to strengthen its digital presence and expand engagement around groundwater conservation in Eastern New Mexico. While gaining traction through conferences, the organization needed a clearer online strategy to grow visibility, build trust with landowners, and better communicate its impact and mission.

Objectives

- Grow online presence
- Build trust with landowners
- Boost website traffic
- Expand community presence
- Share impact

“Carena was an invaluable volunteer partner throughout the development of our social media and podcast strategy. Her ideas, hard work, and enthusiasm helped transform our vision into a concrete plan with meaningful content. I am incredibly pleased with her contributions, and this work simply would not have happened without her dedication and support.”

– Ashley Masenheimer, Project and Operations Manager

PROCESS



Deliverables

- Three consulting-style presentations with recommendations
- Content calendar strategy
- Webinar campaign outline and scripts
- Canva social media templates

