

Poppy Galatea Hoyle

A recent graduate in Animal Behaviour (1st BSc Hons) from the University of Exeter. Skilled scientific communicator, with a desire to share extensive knowledge of behavioural ecology with a wider audience. Values stringent research methods and scientific accuracy. Able to relocate.

Student & Volunteer Credits:

Volunteer Social Media Assistant | *Heal Rewilding* | Jun 2024 – Present

- Managed Heal's Instagram for 30 Days Wild in June 2024, alongside other Future Advisory panellists.
 - Planned and shot highest performing content of the initiative by engaging with current trends.
 - Designed and posted a unique Story format for Instagram. Story generated high levels of engagement and the CEO commissioned a second series in February 2025.
 - Created and presented a report on engagement, reach and impact of the campaign, based on social media analytics.
 - Followed brand guidelines to effectively communicate with the organisation's unique voice.
- Managed Heal's two social media channels across all platforms for December during staff leave.
 - Worked with the CEO to problem solve technical issues.
 - Accurately replicated existing content at short notice.
 - Maintained high levels of engagement and community.
 - Managed website content.
- Planned, shot, and edited a short promotional film for Heal Somerset, coming soon.
- Planned, produced, and edited content for Heal's Big Green Match Fund campaign, beginning late April 2025.
 - Created and actioned a plan for a mixture of long and short form content.
 - Commissioned and guided volunteers to submit authentic footage of their work at Heal.
 - Created an efficient editing workflow that ensured quality and consistency across work.
 - Regularly updated supervisor on progress, adapting content as required.
 - Delivered content ahead of schedule, exceeding expectations.

Producer, Editor and Host | *Generation Nature Podcast* |

Jan 2024 - Present

- Founder member of a youth led podcast.
- Successfully pitched for £4k of funding from The Woodland Trust
- Produced, edited, and hosted upcoming episodes.
- Designed podcast logo and branding.

Narrator, Photographer, Scriptwriter | *Our Beautiful Wild* | *Young Voices for Nature - Save Our Wild Isles* |

Jul 2023 – Apr 2024

- Collaborated with 200 young people to create a documentary film with over 10k views on YouTube.
- Attended online workshops on storytelling, scriptwriting, filming, and editing.
- Invited by facilitators to present at the online premiere, answering audience Q&As.
- Hosted a showing and Q&A of the film for Earth Day 2024 at the University of Exeter (Penryn)

Presenter, Producer, Researcher | *Hedgehogs* | *Naturewatch Society* |

Sep 2021 – Jul 2024

- Leading a team of student crew to create an upcoming documentary short on Hedgehogs.
- Managed shoots and production meetings

Researcher, Scriptwriter | *Change* | *Naturewatch Society* |

Sep 2021 - Nov 2022

- Researcher, scriptwriter, and on-site runner for Beaver documentary segment.

Education:

BSc Hons Animal Behaviour | University of Exeter |

Sep 2021 – Jul 2024

First Class (72)

Research focused degree, learnt to critically analyse research, stringently check and cite sources, and design research projects with strong scientific methods.

Modules included:

- Behavioural Ecology (72), Development of Behaviour (70), Animal Cognition (70), Ecology and Conservation (79), Science in Society (78), Evolution (92), Molecular Ecology (80), Genetics (93)

Dissertation: Behavioural Dimorphism between Sexes in a Model Decapod (73)

Awards:

Deans Commendation for Excellent Performance 2021/22

Schools Commendation for Outstanding Contribution to the Department 2023/24

L3 Advanced Technical Extended Diploma in Animal Management 1080 (Science) |

Sparsholt College |

Sep 2019 – Jul 2021

Distinction*, Distinction*, Distinction* with Distinction in Specialist Project

Modules Included:

- Animal Behaviour and Communication, Exotic Animal Husbandry, Cell Biology and Genetics,

Specialist Project: Improving public understanding of chicken intelligence and sentience, to promote good welfare practices.

Award: *Award for Academic Achievement: Best Overall Performance*

Employment History / Experience

Accommodation Officer | FXPlus |

May 2024 - Present

- Allocated first year students to their accommodation.
- Deescalated conflicts politely and professionally, escalated complaints to senior staff.
- Presented House Hunting talks to first year students.
- Working to automate data-management system and greatly reduce man hours required for day-to-day processes.

Casual General Assistant, Accommodation | FXPlus |

Jul 2023 - May 2024

Student Ambassador | University of Exeter |

Jan 2022 - Jun 2024

Food and Beverage Assistant | Coaching Inn Group |

Jul - Aug 2022

Student Ambassador | Sparsholt College Group |

Sep 2020 – Jun 2021

IT Skills

- Learning: Davinci Resolve Video Editing Software
- Microsoft Office Word Certified (Issued by Microsoft)
- Proficient in: Microsoft Office Applications, Google Suite, R, and Canva
- Compass Email Management Software
- Search Engine Literacy (Google, Web of Science, Google Scholar, Pubmed)

Volunteering

- Vice President, Penryn Press Society (Student Publishing House) *Sep 2023 – Jul 2024*
- Community Builder, Biosciences Department, University of Exeter *Jan 2023 – Jul 2024*
- Student Rep, Animal Behaviour, Falmouth and Exeter Students Union *Sep 2021 - Jul 2023*
- Young Leader, Girlguiding, Hampshire West. *Sep 2017 – Dec 2020*
- Work Experience Student, Orchard Veterinary Surgery *Aug 2021*
- Work Placement Student, Emer Farm Poultry *Sep 2020 – Feb 2021*
- Zoo Academy Student, ZSL London Zoo *Jul – Aug 2019*

REFERENCES AVAILABLE ON REQUEST