



DOREEN BARKER

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PROFESSIONAL SUMMARY

Versatile and self-directed professional with over two decades of experience in complex operational management, project leadership, and strategic marketing. Exceptional track record in driving efficiency, building and managing online communities, and creating compelling digital content. Adept at independent problem-solving, leveraging technology for remote collaboration, and delivering tangible results in dynamic environments, and currently seeking remote opportunities to apply a unique blend of hands-on leadership and digital proficiency.

EXPERIENCE

LIVE STREAM MODERATOR & DIGITAL CONTENT CREATOR

Self-Employed (Kick.com) | 2021 – Present

- Managed and engaged live chat communities, utilizing real-time moderation tools and communication strategies, across various streaming platforms, ensuring positive and interactive environments.
- Designed and implemented custom graphic assets, including emotes and overlays, enhancing visual branding and user experience.
- Developed and configured streaming extensions for interactive commands and viewer engagement, optimizing real-time participation by demonstrating technical proficiency in platform customization.
- Successfully launched and rapidly grew a new streaming channel on Kick.com (Feb 2025 - Present), achieving 162 followers from a zero baseline.
- Consistently averaged 50 monthly subscriptions without external community drives or collaborations, demonstrating organic growth strategies.

FARM REHABILITATION & OPERATIONAL SPECIALIST

DeLZOTTO FARMS, Morriston, FL | 2018

- Directed the comprehensive rehabilitation of an 880-acre rotational grazing operation, including 220 Red Angus cattle and 7 horses.
- Spearheaded pasture renovation initiatives, utilizing equipment such as tractors, aerators, and skid steers, to establish robust grass growth that sustained all livestock.
- Implemented targeted nutritional programs and optimized grazing strategies, significantly improving cattle body scores from 1-2 to 5-6 within 30-60 days.
- Operated heavy farm equipment to execute land management and infrastructure improvements efficiently.
- Managed full farm operations independently for several months, demonstrating strong self-sufficiency, problem-solving, and decision-making capabilities.
- Collaborated with a hired landscaper to finalize restoration projects, ensuring comprehensive farm recovery.

FARM MANAGER

Barrows Farm, Lisle, NY | 2008 – Present

- Directed all aspects of a 100-acre rotational grazing farm, encompassing ground-level development, strategic marketing, and comprehensive livestock management.
- Oversaw diverse livestock's health, welfare, and productivity, including 40+ head of dairy and beef cattle, pastured pork, heritage turkeys, rabbits, and chickens.
- Implemented sustainable pasture management practices, optimizing grazing cycles to enhance forage quality, soil health, and animal performance.
- Managed farm operations, including equipment maintenance, resource allocation, and ensuring compliance with agricultural best practices.
- Developed and executed direct-to-consumer marketing strategies, often leveraging online platforms or digital channels.

FREELANCE WRITER & PHOTOGRAPHER

Self-Employed | 2008 - Present

- Authored and wrote for "Farm Freedom" (2025), providing valuable insights and guidance for the agricultural community.
- Contributed as an author to instructional workbooks and educational materials (2025), specifically designed for small direct market farms.
- Crafted compelling essays and articles focused on mental health awareness for Medium.com (2020-2022), contributing to public discourse and education. Remotely researched and drafted all articles for submission.
- Provided impactful agricultural and motorsports photography for marketing, promotional, and print media.
- Served as a regular front-page photography contributor for Lancaster Farming Newspaper (2012-2015), with additional work published in Farmshine.

MARKETING SPECIALIST

Geared Marketing | 2015 - 2019

- Developed and executed comprehensive marketing strategies for motorsports and agricultural clients, including presentations, proposals, web development, logo design, and social media campaigns for NASCAR-sanctioned teams and dirt series drivers. Managing projects and client communications virtually.
- Spearheaded track promotion initiatives for Broome County Fairgrounds, enhancing public engagement and attendance.

SKILLS & ABILITIES

Digital & Remote Work Proficiency:

- Live Streaming Platforms (Kick, Twitch, etc.)
- Community Management & Engagement
- Digital Content Creation (Graphics, Written, Photo)
- Online Community Building & Growth (e.g., social media groups)
- Virtual Collaboration & Communication
- Remote Project Coordination
- Digital Marketing Strategy
- SEO
- Data Analytics
- CRM Software

Software & Technical:

- Adobe Photoshop
- OBS/Streamlabs
- Microsoft Office Suite (Word, Excel, PowerPoint)
- Google Workspace (Docs, Sheets, Slides, Drive)
- Digital SLR Photography & Editing Software
- Project Management Tools (e.g., Asana, Trello)
- Communication Platforms (e.g., Zoom, Microsoft Teams)

Marketing & Communication:

- Professional Writing (Essays, Articles, Marketing Copy)
- Brand Building & Management
- Audience Growth Strategies
- Market Research & Analysis
- Social Media Management
- Client & Vendor Relations
- Public Speaking, Class Instruction & Presentations (even virtual)

Project Management & Leadership:

- Independent Project Execution

- Multi-faceted Project Coordination
- Strategic Planning
- Resource Allocation & Budgeting
- Team Leadership & Mentorship
- Problem-Solving & Decision Making
- Self-Management & Time Management

Farm & Operational Management:

- Rotational Grazing
- Animal Husbandry & Health
- Livestock Management (Cattle, Pork, Poultry)
- Pasture & Land Management
- Farm Rehabilitation & Development
- Equipment Operation & Maintenance (Tractor, Skid Steer, Aerator)
- Supply Chain Management & Logistics

EDUCATION

A strong foundation of diverse online learning and practical experience, including:

- Various online courses in economics, marketing, leadership development, psychology, and sustainability exist. See "Continued Educational Courses Since 2010" for a detailed list.

COMMUNICATION ENGAGEMENT & OUTREACH

COMMUNITY & PROFESSIONAL DEVELOPMENT

- Authored and published articles in multiple agricultural publications, demonstrating expertise and contributing to industry discourse.
- Delivered keynote speeches and served as an instructor for a 12-week sustainable energy seminar, contributing to local economic development.
- Mentored numerous female farmers across NY, Pennsylvania, Virginia, Wisconsin, and Texas through a dedicated agricultural mentoring program.
- Founded and developed Upstate NY Farm Girls (2015-2020), growing membership to 450 individuals; rebranded to NY Farm Woman (2020-Present), expanding to 5,200 members, fostering statewide networking and information-sharing for farm women.
- Served as an Educator for the Sustainable Energy Training (SET) program, focusing on the economic impacts of renewable energy (2009-2011).
- Instructed fly fishing and tying courses for the Tompkins County Boys and Girls Club (2001-2005).

CONTINUED EDUCATIONAL COURSES SINCE 2010

Holistic Management for Beginning Farmers	Effective Writing
Marketing in a Digital World	The Age of Sustainable Development
Animal Behavior and Welfare	The Meat We Eat
Digital Analytics for Marketing Professionals	Introduction to Financial Accounting
Plant Biology	Introduction to the US Food System: Perspectives from Public Health
Sustainable Food Production through Livestock Health Management	The Power of Microeconomics: Economic Principles in the Real World
Social Psychology	Introduction to Marketing
Leadership Development: Better Leader, Richer Life	Foundations of Business Strategy
Critical Thinking in Global Challenges	Fundamentals of Human Nutrition
Climate Literacy: Navigating Climate Change	Nutrition, Health and Lifestyle: Issues and Insights
Global Sustainable Energy: Past, Present, and Future	Developing Innovative Ideas for New Companies
Introduction to Finance	Fundamentals of Personal Financial Planning
Microeconomics	Model Thinking
Beginner's Guide to Irrational Behavior	Principle of Obesity Economics
Energy 101	Introduction to Sustainability
Smart Growth from Small Business	Copyright Law
Graphic Lettering	Graphic Design and Logo development in Photoshop
Search Engine Optimization	Contract Law for Small Business

Overall Considerations for Remote Work Application:

1. **Portfolio/Online Presence:** For your digital content creation, writing, and photography, a small online portfolio (even a free Google Sites or Notion page) would be a massive advantage. Link it at the top of your resume.
2. **Cover Letter:** Always tailor your cover letter for each remote job application. Explicitly state why you are a great fit for *remote work* and how your skills (self-management, communication, digital proficiency) translate. Reference specific responsibilities from the job description and how your experience aligns.