

Zinnia Clark

Relational Engagement & Equity Design

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Professional Summary

I'm an engagement strategist and designer with more than 12 years of experience leading relational, equity-focused projects.

I thrive where creativity meets strategy—co-creating practical, imaginative solutions that honour existing community wisdom and use communication to connect, create, and mobilize.

Skills

Communication Strategy & Content Management Crafted accessible, story-driven communication tools—including websites, branding, and digital intake systems—that amplify community voice and reflect lived experience.

Stakeholder Engagement & System Change Led inclusive, trust-based engagement processes that built partnerships, shifted service models, and grounded systems change in community leadership.

Program Co-Design & Evaluation Designed and coordinated equity-focused programs rooted in food sovereignty, cultural knowledge, and participatory evaluation practices.

Work Experience

Engagement Specialist & Coordinator

Island Health (Oct 2017 – Present)

Leads volunteer resources and stakeholder engagement for community mental health and youth programs; recently co-led a website redesign, rebrand, and digital intake system—shaped by staff and stakeholder input—to improve accessibility and align with organizational values.

Community Engagement & Partnerships Coordinator

Victoria Cool Aid Society

Co-designed accessible wellness and food programs in the heart of the city and built multi-agency partnerships, liaising with the City of Victoria to establish Downtown Victoria's First Community Garden.

Community Engagement Specialist – Food Hubs

Greater Vancouver Food Bank

Developed a community & stakeholder engagement plan and community partnerships to support a food system transformation- from food depots to community food hubs. See one hub which became a [United Way Regional Community Food Hub](#)

Education

In progress **M.A. / Interdisciplinary Studies–Equity Innovation**

Royal Roads University

B.A. / Urban Studies

Concordia University

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