

EXPERIENCE

SPECTRUM, NEW YORK, NEW YORK - 11/2019 to Present

Engagement Editor: Spectrum is the leading source of news and expert opinion on autism research. I post our stories to social media with creative and engaging sells, prepare analytics reports using Google Analytics, run paid advertising campaigns on Facebook, Twitter and Google, host monthly webinars and plan events. In one year and six months, I have increased Spectrum's page views 20 percent, Facebook page likes 27%, Twitter followers 38% and Instagram followers 92%.

Writer/Producer: In December 2020, I created the weekly Spectrum Community Newsletter to discuss and analyze research papers the autism research community is talking about. I have also produced and narrated multiple videos, one of which won a 2021 Silver Telly Award, and serve as the site's podcast host.

PATTRN, NEW YORK, NEW YORK 08/2018 to 11/2019

Writer/Producer: I created videos for The Weather Channel's science-and-tech-focused social brand, Pattrn. The videos I produced have been viewed over 800,000 times. Those include videos on climate change's effects on tourism, how a border wall would affect wildlife and how the poor were most affected by Puerto Rico's blackouts after Hurricane Maria. I also helped create the brand's social strategy and voice.

VICE NEWS, BROOKLYN, NEW YORK - 04/2017 to 08/2018

Social editor and video strategist: Posted all videos to social media using creative, but short, sells and ran the \$40,000 monthly Facebook ad budget for the VICE News page.

Reporter/producer: Reported and wrote several articles; wrote and produced videos that have gained millions of views, including about the 2018 Oklahoma teachers' walkout and the biology of opioid addiction.

ROCKETS ARE COOL, NEW YORK, NEW YORK - 06/2016 to 04/2017

Social Media Editor/Producer: Wrote scripts, produced viral videos and expanded the social media presence of The Weather Company's Facebook-native science and technology website that averaged over 50 million video views per month.

TECHLICIOUS, NEW YORK, NEW YORK - 12/2015 to 06/2016

News Writer: Wrote articles and how-to guides on breaking consumer technology news.

Social Media Editor: Ran Facebook, Twitter and Pinterest for the website during the 2016 Consumer Electronics Show and beyond, as well as input stories into the site's CMS.

EDUCATION

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN - 08/2010 to 05/2014

B.S. Molecular and Cellular Biology (MCB); MCB Honors Concentration, Cum Laude

NEW YORK UNIVERSITY - 08/2014 to 12/2015

M.A. Science, Health and Environmental Reporting

SKILLS

Voiceover, Google Analytics, Adobe Creative Suite, Final Cut Pro X, digital photography and videography, Wordpress, html, CSS, entrepreneurial journalism and start-ups

AWARDS

2021 Silver Telly Award; Society for Neuroscience Science Journalism Student Award; Kavli Symposium on the Future of Science Journalism Rapporteur; Women in Science Writing: Solutions Summit Travel Fellowship; National Academies Keck Futures Initiative Science Writing Scholar