

EMILY GREENHALGH

SCIENCE COMMUNICATOR

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SKILLS

WRITING

Short-form, features, profiles, newswire, case studies, press releases, institutional materials, storyboarding, presentations

SOCIAL MEDIA

Strategy and editorial planning, reputation management, social listening, comment moderation, sponsored posts, data analysis and reporting

WEB MANAGEMENT

Drupal, DotNetNuke, Weebly, Wordpress, Squarespace, Wix

ART & DESIGN

Adobe Creative Suite, Digital Illustration (Tablet)

EDUCATION

BOSTON UNIVERSITY

M.S. in Science Journalism
Awarded Jan. 2012

UNIV. OF RHODE ISLAND

B.S. in Marine Biology
Awarded May 2008

REFERENCES

EMILY BAUERNFIEND

Science Writer, Formerly
New England Aquarium
emoparker@gmail.com

REBECCA LINDSEY

Editor, NOAA Climate.gov
rebecca.lindsey@noaa.gov

ROBERTO MOLAR

Science Writer, Formerly
NOAA Climate.gov,
rmolar13@aggienetwork.com

WORK

SENIOR SCIENCE WRITER, SOCIAL MEDIA LEAD | New England Aquarium *Anderson Cabot Center for Ocean Life, Boston, MA* Sep. 2017 – Present

Works with leadership, researchers, and outside partners to raise awareness of the Aquarium's work and mission through digital communications and media outreach. Creates content for Aquarium and Center websites, member magazine, and media alerts. Leads social media and develops campaigns with outside partners. Edits stories by institution scientists, staff, and other writers. Plans quarterly web editorial calendar. Spends time in field with scientists and uses photo and video skills to produce multimedia content that has been featured in national media outlets.

- Generated a 200% increase in social media subscribers in a single year.
- Developed concept and leads team responsible for Facebook Live "Harborside Chats" series featuring Aquarium President and CEO.
- Led re-design and development of acol.org.

SENIOR SCIENCE WRITER, SOCIAL MEDIA STRATEGIST | NOAA Climate *Acentia LLC, a Maximus Co., Silver Spring, MD* Feb. 2016 – Aug. 2017

Wrote for NOAA Climate.gov's News & Features. Strategic communications lead for the Climate Program Office. Social media coordinator for all NOAA Climate accounts. Responsible for development of monthly social media campaigns. Produced weekly and monthly newsletters that reach national and international audiences. Trained new team members.

- Doubled Facebook followers to more than 100,000 in six months.
- Led content creation and design of info-sheets for all 15 CPO programs.
- Produced more than 100 pieces of story art, comics, and graphic design.

SCIENCE WRITER, ILLUSTRATOR | NOAA Climate

Acentia LLC, a Maximus Co., Silver Spring, MD. Aug. 2013 – Feb. 2016
Wrote and edited for Climate.gov, developed visual assets, and produced presentations and white papers for government relations. Assisted in sourcing and managing a team of freelance science writers.

OTHER EXPERIENCE

FREELANCE WRITER | 41°N Magazine, Inside Science, Bioengineering Today, Maine Boats and Homes, and others

WEB EDITOR & TECHNOLOGY REPORTER | Providence Business News

REPORTER, EDITORIAL ASSISTANT | MassDevice.com

SCIENCE WRITING INTERN | Bermuda Institute of Ocean Sciences (BIOS)

ENVIRONMENTAL DATA TECH | NOAA Fisheries

NORTHEAST FISHERIES OBSERVER | NOAA Fisheries