

EMILY GREENHALGH

SCIENCE COMMUNICATOR

emilygreenhalgh.com ↗
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@EmWritesScience 🐦

SKILLS

WRITING

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

SOCIAL MEDIA

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

CONTENT MANAGEMENT

Drupal, DotNetNuke, Weebly, Wordpress, Wix

ART, DESIGN, & MORE

Adobe Creative Suite, Digital Illustration (Tablet), ArcGIS online, Storymaps.

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@aggietwork.com

WORK

DIGITAL MEDIA SPECIALIST | Marine Biological Laboratory

Woods Hole, MA

Nov. 2019 – Present

Create and curate content for MBL's digital channels including the MBL website, email marketing, and social media channels to inform and engage a diverse audience of scientists, students, donors, and more. Requires photo, video, and web skills.

SENIOR SCIENCE WRITER | New England Aquarium

Anderson Cabot Center for Ocean Life, Boston, MA

Sep. 2017 – Nov. 2019

Raised awareness of the Aquarium's work and mission through digital communications and media outreach. Contributed to Aquarium and ACCOL websites, member magazine, and wrote press releases. Led social media and developed campaigns with outside partners. Produced multimedia content that was featured in national media outlets. Required photo and video skills. Time spent in field.

- Generated a 200% increase in social media subscribers in a single year.
- Led re-design and development of andersoncabotcenterforoceanlife.org.

SENIOR SCIENCE WRITER, SOCIAL MEDIA STRATEGIST | NOAA Climate

Acentia LLC, a Maximus Co., Silver Spring, MD

Feb. 2016 – Aug. 2017

Write 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.

- Doubled Facebook followers to more than 100,000 in six months.
- 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, USGCRP, 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