

EMILY GREENHALGH

SCIENCE COMMUNICATOR

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SKILLS

COMMUNICATIONS

STRATEGY

Skilled at developing content and storytelling strategies that drive business, enhance reputation, and create meaningful connections

WRITING

Experience in short-form, features, profiles, newswire, case studies, press releases, institutional materials

SOCIAL MEDIA

Social media strategy and editorial planning, campaign production, reputation management, ads and sponsored posts, data analysis, and reporting

CONTENT MANAGEMENT

Drupal, DotNetNuke, Wix, Weebly, Wordpress, Flipsnack ReadyMag, Shorthand

ART, DESIGN, & MORE

Adobe Creative Suite, Final Cut Pro, Digital Illustration, Canva, 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

WORK EXPERIENCE

MARINE BIOLOGICAL LABORATORY | Woods Hole, MA

Assistant Director of Digital Communications

Dec. 2023 – Present

Develops and manages an audience-focused approach to digital communications that guides the evolution of the Marine Biological Laboratory's web and social media content. Includes long-form science writing and asset creation for web, print, and video. Manages social media intern and digital freelancer pool.

Digital Media Manager

July 2022 – Dec. 2023

Science writer, multimedia manager, and social media strategist for the Marine Biological Laboratory (MBL). Plans and creates content for MBL's digital channels including the MBL website, email newsletters, and social media channels.

- Grew social media audience and engagement by over 250% from 2020-2023.

Digital Media Specialist

Nov. 2019 – July 2022

Created and curated content for MBL's digital channels to inform and engage a diverse audience of scientists, students, donors, and more. Wrote press releases and produced evergreen content for web.

NEW ENGLAND AQUARIUM | Boston, MA

Anderson Cabot Center for Ocean Life

Senior Science Writer

Sept. 2017 – Nov. 2019

Raised awareness of the Aquarium's work and mission through strategic communications planning, digital communications, and media outreach. Wrote for website, member magazine, and press releases. Led social media and developed campaigns with outside partners. Produced multimedia content that was featured in national media outlets. Time spent in field.

- Generated a 200% increase in social media subscribers in a single year.
- Interim head of social media for Aquarium (Jan. – Nov. 2019)

NOAA CLIMATE | Silver Spring, MD

Acentia LLC, Maximus Co.

Senior Science Writer, Social Media Strategist

Feb. 2016 – Aug. 2017

NOAA Climate.gov's News & Features writer. 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

Aug. 2013 – Feb. 2016

Wrote and edited for Climate.gov, developed visual assets, and produced presentations and white-papers for government relations. Created strategic communications plan for Climate Program Office. Assisted in sourcing and managing a team of freelance science writers.

OTHER EXPERIENCE

FREELANCE WRITER | Johns Hopkins University Press, Woods Hole Oceanographic Institution (WHOI)
41°N Magazine, Inside Science, Suffolk Law Alumni Magazine, USGCRP, and more (Jan. 2012 – Present)

PROVIDENCE BUSINESS NEWS | Web Editor & Technology Reporter (March 2012 – Aug. 2013)

MASSDEVICE.COM | Reporter & Editorial Assistant (Jan. 2011 – Aug. 2011)

BERMUDA INSTITUTE OF OCEAN SCIENCES | Science Writing Intern (May 2011 – Aug. 2011)

NOAA FISHERIES (Contractor) | Environmental Data Technician (Aug. 2009 – Aug. 2010)

NOAA FISHERIES (Contractor) | Northeast Fisheries Observer (Feb. 2009 – Aug. 2009)

BOOKS

FUN WITH OCEANS AND SEAS (2023) | Z Kids / Penguin Random House

FUN WITH SPACE AND PLANETS (2024) | Z Kids / Penguin Random House

SCIENTIFIC PUBLICATIONS

Dzaugis, M.P., D.R. Reidmiller, C.W. Avery, A. Crimmins, L. Dahlman, D.R. Easterling, R. Gaal, **E. Greenhalgh**, D. Herring, K.E. Kunkel, R. Lindsey, T.K. Maycock, R. Molar, B.C. Stewart, and R.S. Vose (2018), "Frequently Asked Questions in Impacts, Risks, and Adaptation in the United States" *Fourth National Climate Assessment, Volume II*. U.S. Global Change Research Program. DOI: [10.7930/NCA4.2018.AP5](https://doi.org/10.7930/NCA4.2018.AP5)

Lindsey, R., D. Herring, **E. Greenhalgh** (2018) Response by Lindsey, Herring, and Greenhalgh to "A Missed Opportunity?: NOAA's Use of Social Media to Communicate Climate Science," *Environmental Communication*. DOI: [10.1080/17524032.2017.1394659](https://doi.org/10.1080/17524032.2017.1394659)

REFERENCES

GINA HEBERT

Communications Director, formerly Marine Biological Laboratory, gina.hebert@gmail.com

AREZU SARVESTANI

Public Information Officer, NASA Ames, arezuks@gmail.com

EMILY BAUERNFIEND

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ROBERTO MOLAR

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