EMILY **GREENHALGH**

SCIENCE COMMUNICATIONS LEADER • AUTHOR • CONTENT & EDITORIAL STRATEGIST

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THE JACKSON LABORATORY | Remote

Associate Director of Content — **July 2026 – Present**
Senior Manager, Editorial — **Jan. 2025 – July 2026**

Leads content and editorial strategy supporting JAX's scientific, executive, advancement and institutional priorities. Shapes organization-wide storytelling, develops audience-focused content strategies, and partners with communications, digital, creative and institutional leaders to strengthen how JAX communicates its mission and impact. Leads a team of two and serves as editor of JAX's biannual institutional magazine, SEARCH.

MARINE BIOLOGICAL LABORATORY | Woods Hole, MA

Assistant Director of Digital Communications — **Dec. 2023 – Jan. 2025**
Digital Media Manager — **July 2022 – Dec. 2023**
Digital Media Specialist — **Nov. 2019 – July 2022**

Led audience-focused digital communications strategy across the MBL's web, social media and e-newsletter channels, advancing through three roles of increasing responsibility. Developed integrated content and channel strategies and produced long-form science stories and multimedia content for digital and print audiences. Produced art for giving campaigns. Managed a social media intern and freelance digital contributors while partnering across the organization to strengthen engagement with MBL science and institutional priorities.

NEW ENGLAND AQUARIUM | Boston, MA

Senior Science Writer — **Sept. 2017 – Nov. 2019**
Head of Aquarium Social Media Channels — **Jan. 2019 – Nov. 2019**

Led science storytelling and digital communications for the Aquarium's research arm. Wrote for web, member publications and media outreach; developed social and partner campaigns; and produced multimedia stories featured by national media outlets. Reported with scientists in the field. Increased social media followers by 200% in a single year.

NOAA CLIMATE (Contractor with Acentia LLC) | Silver Spring, MD

Senior Science Writer, Social Media Strategist — **Feb. 2016 – Aug. 2017**
Science Writer, Illustrator — **Aug. 2013 – Feb. 2016**

NOAA Climate.gov News & Features writer. Strategic communications lead for the NOAA Climate Program Office. Translated climate science for policymakers and public audiences. Wrote and edited news and features, led social media communications, developed strategic communications plans, and produced newsletters, presentations, and white papers for national and international audiences. Created more than 100 original illustrations, comics and graphics and helped source and manage freelance science writers.

FREELANCE WRITER & ARTIST **2012 – Present**

Pieces published in 41°N Magazine, Inside Science, Suffolk Law Alumni Magazine, Biotechnology Today, USGCRP, Woods Hole Oceanographic Institution (WHOI), and more

EARLIER CAREER **2006 – 2013**

Providence Business News, MassDevice.com, Bermuda Institute of Ocean Sciences, NOAA Fisheries, A.I.S. Inc., Environmental Protection Agency (EPA), R.I. Watershed Watch, R.I. Department of Environmental Management

BOOKS

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

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

BUG EXPLORERS! A BUG BOOK FOR KIDS (2025) | 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**

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**

EDUCATION

M.S. Science and Medical Journalism | Boston University

B.S. Marine Biology | University of Rhode Island

SKILLS & TECHNICAL CAPABILITIES

CONTENT & EDITORIAL STRATEGY | Content strategy, editorial planning and governance, audience development, integrated campaigns, institutional storytelling and brand voice

SCIENCE & EXECUTIVE COMMUNICATIONS | Science and medical writing, executive communications, thought leadership, donor and advancement storytelling, long-form editorial and multimedia storytelling

DIGITAL & SOCIAL STRATEGY | Digital content strategy, social media strategy, audience engagement, campaign development, reputation management, social listening, analytics and performance reporting

LEADERSHIP & OPERATIONS | Team leadership, cross-functional collaboration, editorial calendars, project management, freelance and vendor management

SELECT PLATFORMS & CREATIVE TOOLS | Drupal, WordPress, Adobe Creative Suite, Procreate, Canva, Asana, Sprout Social, ArcGIS — StoryMaps