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## Summary

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- Goal-oriented storyteller, consultant, and trainer with **5+ years in communications** and **10+ years as a learning facilitator**.
- **Enthusiastically self-motivated**, accustomed to both leading and collaborating.
- **Outstanding project management skills** earned through 6 years of designing and independently orchestrating my research program, including supervising personnel and managing simultaneous time-sensitive projects in multiple countries.
- Obtained **more than \$450,000 in funding** since 2003.

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## Relevant Work History

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- 2019.05 - **Principal/Science Media Specialist, Real Life Science Media**  
present
- Produced project-specific deliverables such as websites, social media materials, and outreach instruments for 5 scientific groups.
  - Developed communications strategies for 7 scientific organizations and 9 individual scientists.
  - Crafted and executed career advancement and media expertise workshops, seminars, and keynotes for 4 scientific societies, companies, and academic units.
  - Reached communities often not targeted by scientists; built trust through motherhood on my personal social media channels.
    - Majority of engagement with moms in Appalachia.
- 2017.05 - **Science Media Officer, Louisiana Universities Marine Consortium**  
2019.05
- Established a media program, including drafting a program mission and core values, and independently executed that program.
  - Singlehandedly managed all outward-facing digital materials: produced multimedia pieces for social media (including photos, videos, illustrations, and writing), created LUMCON's website, wrote press releases, and evaluated impact using quantitative analytics.
    - Grew social media follower counts by 491% in 2 years.
  - Exponentially increased the number of authentic digital interactions with several audiences, which translated to meaningful interactions in real life on multiple occasions.
- 2015.11 - **Science Media Consultant, Freelance**  
2017.05
- Held the following formal roles to complete on-demand work:
    - **Community Manager** (4 months), Springer Nature Ecology & Evolution Community: recruited scientists to the community,

**Virginia  
Schutte,  
Ph.D.**

**Science Media  
Specialist**

## Contact

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## Honors and Awards

Runner-up, Science in 60 Seconds

- 2019, World Congress of Science & Factual Producers

Award of Excellence

- 2014, University of Georgia

Winner, 3 Minute Thesis

- 2013, University of Georgia

Excellence in Teaching Award

- 2013, University of Georgia

Future Faculty Program

- 2012 - 2013, University of Georgia

Graduate Student Representative

- 2009 - 2010, Odum School of Ecology

## Selected Clients

Association for the Study of Animal Behaviour

- initiated member engagement, and audited the community's online platform to improve the user experience.
- **Science Translator** (6 months), Tenure Chasers: converted scientists' professional bodies of work into concise, compelling research program descriptions for their new websites.
- **Premium Services Editor** (10 months), Cactus Communications, Inc.: critiqued scientific papers to improve clarity and flow and correct grammatical issues.
- Created and managed my own science news blog, including soliciting and managing guest posts.
- Performed creative services for individuals and groups: produced digital content, profiled scientific projects through photography/videography/audio pieces, critiqued job application materials, evaluated oral presentations, and assisted with branding.
- Designed and delivered career- and media-focused workshops.

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## Education

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- 2014 **Ph.D. Ecology, University of Georgia** - Athens, GA  
Interdisciplinary Certificate in University Teaching, 2013
  - 2007 **B.S. Biology, University of North Carolina** - Chapel Hill, NC  
Morehead-Cain Scholar, 2003 - 2007
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## Example Project Deliverables

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- 2020 Training that was "probably the 54 best-spent minutes reflecting on my scicomm ever" and career coaching that gave "the confidence to build a new brand and path and get on the job market"
- 2019 Science explainer video with > 8 million views on YouTube
- 2018 Advertisement on Twitter that convinced 3 applicants to apply for a position "just because of the ad"
- 2018 Story on Facebook that reunited a community that "hadn't talked to each other in 20 years"
- 2017 Reddit Ask Me Anything with > 12K engagements, viewed by > 78K people
- 2017 #FridayFieldFashion Instagram campaign that followers "look[ed] for every Friday" that put science content in front of atypical audiences
- 2016 Top-5 Naturejobs blog post, ranked according to visitor counts (as of 6 mo. post-publication)

Ecological Society of America  
 Max Planck Institute for Marine Microbiology  
 National Oceanic and Atmospheric Administration  
 North Atlantic Fire Science Exchange  
 RBR  
 Rowan University  
 Socratica  
 Springer Nature  
 University of Georgia  
 University of Wyoming

## Skills

Spanish proficiency  
 Adobe Creative Suite  
 Microsoft Office Suite  
 Slack, AgoraPulse, Asana  
 WordPress, Cascade, Squarespace, Wix  
 TweetDeck, Canva  
 Basic CSS usage

## Academic Career in Brief

Postdoctoral Scholar, 2014 - 2015  
 Ph.D. Student, 2008 - 2014  
 Postbaccalaureate Scholar, 2007 - 2008  
 Mentored 11 assistants and trainees, including a full-time employee  
 4 peer-reviewed ecology publications  
 1 peer-reviewed pedagogy publication  
 19 invited talks