

ANNE FRANCES JOHNSON

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Creative science writing to inform and inspire.

Objective: To increase the impact of science by helping clients effectively communicate about research and its value to society.

SKILLS

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| Writing | <ul style="list-style-type: none">• 15 years of experience writing about scientific topics for a range of clients and target audiences• Expert at communicating complex scientific content with clarity and consistency• Adept at tailoring content to optimize audience engagement |
| PR & Strategic Communications | <ul style="list-style-type: none">• Earned media (press releases, pitching)• Online presence (social media feeds, app content, web content)• Strategic planning (audience identification, marketing plans, impact evaluation) |
| Multimedia | <ul style="list-style-type: none">• Infographics• Games (design, content)• Podcast & video production (voicing, scripting, recording, editing) |
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EXPERIENCE

Freelance/Contract Science Communications, Chapel Hill, NC 2010-present

- Developing high-quality creative products to help clients effectively engage target audiences.
- Strategic communications consulting to increase visibility and impact.
- Serving diverse clients including universities, museums, professional societies, hospitals, non-profits and research institutes.

MDB, Inc., Durham, NC (part-time) 2011-2016
Senior Science Writer and Editor

- Supporting the work of the National Institutes of Health, Environmental Protection Agency, U.S. Department of Agriculture and other clients.
- Host and producer of two regular podcasts of the National Institute of Environmental Health Sciences.

- Video production and voicing, development of training materials, web content, patient information materials and scientific manuscripts and reports.

University of North Carolina, Chapel Hill

2009-2011

Roy H. Park Fellow

- Managed peer-review and publication activities for *Electronic News Journal*.
- Graded and organized class materials for Electronic Journalism courses.

National Academy of Sciences, Washington, DC

2005-2009

Communications Officer (2007-2009)

- Wrote and disseminated educational materials for lay audiences.
- Led website redesign project; developed and maintained web content.
- Planned and executed strategic communications initiatives.

Senior Program Assistant (2005-2007)

- Research; committee management activities; report publication support.

EDUCATION

M.A., Science and Medical Journalism

University of North Carolina, Chapel Hill, 2011

B.A. with High Honors, Biological Sciences

Smith College, 2005

AFFILIATIONS

- National Association of Science Writers (member since 2009)
- Science Communicators of North Carolina (member since 2010)
- Kappa Tau Alpha National Honor Society (member since 2011)