




Robin Ann Smith, Ph.D.

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EDUCATION

DUKE UNIVERSITY

Durham, NC

Doctorate degree Biology (May 2005)

UNIVERSITÉ DE MONTPELLIER II

Montpellier, France

Master's degree Ecology and Evolution

VANDERBILT UNIVERSITY

Nashville, TN

Bachelor's degree Biology, French

ADDITIONAL SKILLS

Languages: French (proficient reading, listening, speaking)

Software: Microsoft Office, Adobe Creative Suite, Drupal, WordPress, Hootsuite, TweetDeck, Cision

CAREER OBJECTIVE

I have spent a dozen years communicating the value of academic research and am looking to apply my life sciences training and storytelling skills to new departments and beats.

EXPERIENCE

SENIOR SCIENCE WRITER

Duke University Communications, Durham, NC / Jul 2014 Present

- Responsible for lay-friendly coverage of more than 240 federally-funded research labs in Duke's departments of biology, chemistry, statistics, physics, computer science, math and evolutionary anthropology
- Develop and write roughly 50 stories/year (news, features and profiles) for Duke's online channels, on topics ranging from sleep to Alzheimer's
- Pitch stories to select journalists; secured hundreds of placements in outlets such as The New York Times, The Washington Post, BBC News and National Public Radio
- Develop and lead workshops and mini-courses for faculty and graduate students on communications-related topics, including storytelling for scientists, making numbers more intuitive, and acing your media interview
- Meet and interview researchers to identify and develop potential story ideas; work with them to fact-check stories.
- Ensure our stories strike a balance among disciplines, genders, career stages; seize opportunities to tailor stories to breaking news or annual events
- Partner with a team of video producers, web developers, photojournalists and social media strategists on multimedia storytelling
- Produce videos and animated GIFs using Adobe Premiere Pro, Adobe Photoshop

SCIENCE WRITER

Duke Lemur Center, Durham, NC / Jan 2013- Jul 2014

- Proposed and implemented a strategy to increase media coverage of the center's non-invasive primate research by threefold over previous years.

COMMUNICATIONS MANAGER

National Evolutionary Synthesis Center, NESCE, Durham, NC / May 2009- Jul 2014

- Oversaw communications for a \$40M NSF-funded science center dedicated to cross-disciplinary research in

paleontology, population biology, genetics other aspects of evolutionary biology.

- Wrote and distributed news releases highlighting published findings on topics ranging from evolutionary medicine to how noise pollution impacts wildlife.
- Worked with graphic designers to produce quarterly newsletters and annual reports for the center.
- Managed the center's journalist-in-residence program, annual blog contest.
- Coordinated a redesign of the center's website, over nine months and within budget.

CORRESPONDENT

The News & Observer, Raleigh, United States NC / Apr 2010- Jan 2014

- Worked as a freelance contributor to the newspaper's weekly SciTech pages, covering topics ranging from the genetics of caffeine addiction to the safety of soy infant formula.

TEACHING FELLOW

Thompson Writing Program, Duke University Durham, NC / Aug 2005 - May 2009

- Independently designed and taught semester -long writing courses for first -year undergraduates, on topics ranging from the evolution debate to the Human Genome Project.
- Developed syllabi, writing assignments and lesson plans.
- Conducted weekly writing workshops; provided regular feedback and comments on student drafts.