

# EMILY MAY ARMSTRONG

## CONTACT

Contact me!

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## BIO

Doctoral researcher highly experienced in science communication, multi-media journalism, and social media management. Proactive and personable with excellent communication and management skills

## KEY SKILLS

Excellent management: people, social media, time

Skilled in multi-audience communication

Attention to detail, fast worker

Strategic planning

Video editing and creation

Experienced interviewer

Improving engagement across wide audiences

## PROFESSIONAL EXPERIENCE

### Self-employed Science Communicator and Public Engagement Co-Ordinator

*Curated an award-winning public engagement skillset, focussing on accessible videos and engaging lectures for a public audience*

- Created award-winning science communication videos about plant genetics and food security
- Commissioned to create an animation about creating accessible conferences in academia
- Invited speaker at the Wellcome Collection Museum in London, discussing genetics and self-identity for an audience of 16-20 year olds
- Invited speaker at the University of Glasgow discussing how to dismantle the binary between art and science, for a university level audience.

### Doctoral Researcher – funded by the MVLS partnership University of Glasgow (2016-2020)

*Honed award-winning social media management, communications, and public engagement skills, with molecular biology focus*

- Invited press member for the European Congress on Obesity
- Engagement assistant at Glasgow Science Festival 2016-2019 at plant science and biology themed events
- Winner of the 2018 MVLS Impact in 60 Seconds video competition
- Writer for The Biochemist, theGIST, Elle Magazine
- Guest blogger for the Post Graduate Researcher Blog, discussing communications and metrics for PhD students
- Guest blogger for the Voice of Young Science (Sense about Science) discussing navigating science and the media for PhD researchers
- Created high-impact hands-on events for the 'International Fascination of Plants' day – giant moveable plant root suitable for all ages
- Organised internal seminar series for research institute, secured speakers and chaired sessions
- Created podcasts for theGIST considering research, impact, and the UK parliament
- Director and videographer for the Glasgow Science Festival's media management and creation internship
- Demonstrator for undergraduate laboratories
- Supervised multiple BSc and MSc students through laboratory projects

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## AWARDS

*Winner of 'Impact in 60 seconds' – University wide Science Communication video Competition, 2018*

*Winner of The Biochemical Society's Science Communication Competition, 2019*

*Shortlisted for the Federation of Women Graduate's Academic Excellence Scholarship, 2018*

*Best poster at the Plant, Cell, Environment conference, Glasgow 2020*

## LECTURES

Invited Lecturer at the Wellcome Collection Museum in London, exploring genetics and identity for a 16-19 audience

Invited Lecturer at the Nicholson Art Gallery in Glasgow, exploring intergenerational trauma memory in plants and people

Invited Lecturer at the Glasgow University Magazine, exploring dismantling the Art/Science binary in academia

## PROFESSIONAL EXPERIENCE

### **Head of Social Media and Communications (2019-2020) the Glasgow Insight into Science and Technology**

*Reach improved by 25%, engagement by 23%, follower count by 5% in first three months across platforms.*

- Spearheaded multiple engagement campaigns across Facebook, Instagram, and Twitter
- Utilised scheduling software and analytics to improve engagement and follower retention
- Created timely press-releases for all news content for university and journalist contacts
- Curated audience appropriate grid and stories for Instagram
- Advertised events, first point-of-contact for enquiries

### **Disabled Student's Representative (2016-2019) University of Glasgow**

*Created 'Post-graduate research disabled student's representative' post – as research student's needs were not being met*

- Invited speaker at 'Equality, Diversity, and Inclusivity' conference, created engaging video content for educators and students
- Hosted monthly drop-in meetings for students
- Represented entire disabled postgraduate community to Disability and Equality Group tri-annually
- Liaised with elected student representatives and staff members
- Put measures into place to reduce gym membership fees for students with registered disability

## REFERENCES ON REQUEST

Prof. Anna Amtmann – Molecular, Cell, and Systems Biology, UofG  
Claire Carberry – Molecular, Cell, and Systems Biology, UofG  
Prof. Mike Blatt – Molecular, Cell, and Systems Biology, UofG

## MEMBER OF :

British Association of Science Writers  
Society of Experimental Biology  
Association of Women Journalists in Scotland