

# Andrea Alfano

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## Education

**Cornell University – College of Agriculture and Life Sciences**

**Graduated May 2014**

***Bachelor of Science in Biological Sciences, concentration in Ecology and Evolutionary Biology***

Dean's List: Fall 2012, Spring 2013, Fall 2013; GPA: 3.296

Relevant Courses: Science Writing for the Media; Science Writing Practicum; Communication of Environment, Science, and Health; varied biology courses, including neuroscience; general and organic chemistry; intro physics

## Experience

**Cold Spring Harbor Laboratory**

***Content Developer and Communicator***

**September 2015 – present**

- Pitch, interview, and write stories for WordPress blog, *LabDish*, and main website. Tripled readership of the blog.
- Manage promotion of content via CSHL's social media accounts and email newsletter. More than tripled Facebook and Instagram followings using mainly organic post promotion, as well as a \$1,000 yearly ad budget.
- Launched a podcast that connects CSHL science to issues that resonate with a lay audience. Built up an audience of over 3,000 unique monthly listeners, partly through a promotional partnership with *Scientific American*.

**Tech Times**

***Science reporter***

**May 2015 – September 2015**

- Reported and wrote news stories on tight deadlines. Conducted numerous interviews including some for videos.
- Assigned stories to and managed freelance science writers. Edited and wrote headlines for science stories.

**Scientific American**

***Editorial intern – Scientific American MIND***

**January 2015 – May 2015**

- Pitched and wrote stories for Scientific American online, *Scientific American* magazine, *Scientific American MIND* magazine, and *Scientific American's 60-second Science* podcast.
- Wrote daily status updates for *Scientific American MIND's* Facebook page.

**National Audubon Society**

***Editorial Intern***

**September 2014 – December 2014**

- Pitched, wrote, and fact checked stories for mainly for web, and occasionally for print in *Audubon* magazine.
- Provided copy for Twitter and Facebook.

**CALS Communications, Cornell University, Ithaca, NY**

***Assistant Editor and Staff Writer***

**June 2014 – August 2014**

- Managed production of Summer 2014 issue of *periodiCALS* magazine, the main publication of the College of Agriculture and Life Science (CALS).
- Duties included overall content development, choosing topics, writing articles, coordinating design and layout.

***Student Writer***

**September 2013 – May 2014**

- Varied writing assignments for the college's blog, university's alumni newsletter, and the *Cornell Chronicle*.
- Assisted with set-up of college events such as roundtable discussions and visits from government officials.

**Cornell Lab of Ornithology, Cornell University, Ithaca, NY**

***BirdSleuth Intern - BirdSleuth is a K-12 education program***

**September 2012 – May 2014**

- Wrote blog posts for the BirdSleuth website on both science and education topics, designed curricula, created webinars connecting bird biology to national science standards, created posts for the BirdSleuth Facebook page.
- Created series of lessons on biology and evolution of Birds-of-Paradise for *National Geographic Education*.

## General Skills

**Technical:** Excellent copyeditor; proficient with Facebook, Twitter, and Instagram; proficient with content management systems, particularly WordPress; working knowledge of Adobe Photoshop and Final Cut Pro

**Creative:** Storytelling, reporting, editing, integrating multimedia and written content

*Published portfolio available at [www.andreaalfano.com](http://www.andreaalfano.com)*