

Lindsay Key

www.lindsaykeywrites.com

PROFESSIONAL SUMMARY

Strategic multi-platform storyteller with more than a decade of experience in science communications and public relations.

SKILLS

- Science Communication
- Social Media Strategy
- Public Relations
- Press Releases
- Journalism
- Editing
- Project Management
- Creative Writing
- Media Relations
- Digital Media
- Website Management
- Content Development & Marketing
- Brand Development
- Superior Verbal and Written Communication Skills

WORK HISTORY

SENIOR SCIENCE WRITER | 04/2018 to Current

Duke University - Durham, NC

- Serve as primary science writer for the School of Medicine, writing blog posts, articles, feature stories, news releases and other copy as needed
- Developed, edit, and market an online storytelling magazine, Magnify, and convened a group of institutional and freelance writers to serve as contributors
- Developed, market and co-produce an institutional podcast, HeadScratchers, to showcase expertise of faculty members within the School
- Developed and execute editorial strategy for School's e-newsletter

LECTURER | 08/2020 to Current

North Carolina State University Department of Communication, Raleigh, NC

- Adjunct Instructor for COM 316: Public Relations Writing

FREELANCE WRITER & EDITOR | 08/2004 to Current

- Have published a variety of scientific and non-scientific articles in Columbia University's State of the Planet blog, Virginia Tech's Center for Leadership in Global Sustainability blog, Center for Humans and Nature City Creatures blog, Wrightsville Beach Magazine, and many others.

COMMUNICATIONS DIRECTOR | 05/2011 to 03/2018

Virginia Tech - Blacksburg, VA

- Serve as a liaison between Virginia Tech's University Relations office and the Fralin Life Sciences Institute, a multi-faceted research institute at Virginia Tech

- Progressively responsible position; began as entry level 'communications officer' and progressed to take on new responsibilities, including hiring, supervising and editing work of communications coordinator and graphic designer in order to expand scope of institute's communications offerings
- Developed and maintain a comprehensive communications plan for the institute, as well as its affiliated center, The Global Change Center at Virginia Tech.
- Developed and maintain a website for the Fralin institute, to target internal and external audiences: www.fralin.vt.edu
- Created a biannual news magazine, The Fralin Explorer, to promote institute-related research. Also created and produced magazines for two affiliated groups on campus: Translational Plant Science (TPS) and BioTrans
- Interview and develop relationships with institute-affiliated scientists in order to successfully translate their highly technical research to internal and external audiences through the development of news stories and press releases for VT News website, VT Research Magazine, and individual web profiles: <http://www.fralin.vt.edu/affiliated-faculty>
- Create multimedia components (photographs and videos) to supplement news and feature stories
- Develop promotional materials such as display board, posters, bookmarks, and brochures
- Plan and execute the institute's involvement in promotional outreach events for internal and external audiences, such as Hokie Bugfest, Virginia Tech Science Festival, symposiums, and faculty and student mixers
- Initiated a research blog for Virginia Tech, and assisted higher administration with its planning and execution: <http://blogs.lt.vt.edu/ResearchBlog>

RESEARCH COMMUNICATIONS SPECIALIST | 08/2008 to 05/2011

University Of North Carolina Wilmington - Wilmington, NC

- Assisted in the coordination and management of communications efforts for UNCW's research community, in order to promote and publicize accomplishments among internal and external audiences
- Researched, developed, and edited publications, press releases, website content, and other publicity materials appropriate for a variety of audiences
- Work closely with faculty members and other researchers from diverse backgrounds to ensure their highly scientific work is communicated clearly to specific audiences
- Serve as a liaison/representative to other university offices, media and external community on behalf of the university/department, most specifically between the Office of Research Services & Sponsored Programs and the Office of Marketing & Communications
- Work collaboratively with colleagues in the Office of Marketing and Communications on special projects, including writing for UNCW Magazine, UNCW's College of Arts & Sciences magazine, implementation of research-based media days, contributing content for UNCW's homepage spotlights and News home page, and the re-design of the UNCW web template to be more effective and efficient
- Create Research facebook page as a communications tool for the internal research community
- Media relations activities, including: developing and maintaining targeted media lists for specific topic/research areas, regularly pitching stories to local, regional and national media outlets (general and specialty), developing relationships with journalists at targeted outlets, evaluating efforts and outcomes

STAFF WRITER | 07/2006 to 07/2008

The Roanoke Times - Christiansburg, VA

- Interviewed and wrote news and feature stories for an approximately 90,000 circulation daily newspaper, on the topics of government, religion, business, higher education, K-12 education, arts and humanities and more
- Covered beats included Radford City government, Montgomery County government and schools, and Arts & Entertainment
- Developed multimedia videos and sound slides as accompanying and standalone stories, for www.roanoke.com and www.newrivervalley.com

EDUCATION

Virginia Tech - Blacksburg, VA | Master of Natural Resources

Environmental Communication, Wildlife Conservation 2016

University of North Carolina Wilmington - Wilmington, NC | Master of Fine Arts

Creative Writing, 2011

Virginia Tech - Blacksburg, VA | Bachelor of Arts

Communications Studies, English 2006

POETRY PUBLICATIONS

"At the Midnight Coal Company." Crab Orchard Review, 2013

"Epilepsy." Fourteen Hills, 2009.

PROFESSIONAL SERVICE AND AFFILIATIONS

Board Member, Science Communicators of North Carolina | February 2020 to present

National Association of Science Writers | October 2010 to present

University Research Magazine Association | July 2012 to present