Ingrid Ockert - linkedin.com/in/ingrid-ockert/ - ingrid.ockert@gmail.com - 503-423-7171

Technical communicator skilled in distilling complex information into clear, actionable content.

Professional Experience

Multiple Roles, Lawrence Berkeley National Laboratory, 2021 – Current

Technical Writer for Computing Sciences Area, 2024 – present
▪ Contributed to a $300 million Department of Energy project as a team member, focusing on the development of a user facility that leverages AI and high-performance computing capabilities
▪ Used generative AI to redesign 3 websites and create a more intuitive online environment for 200+ users that ensured better search engine optimization and user journeys
▪ Collaborated with subject matter experts to produce engaging, easy-to-understand content on software, UX, cybersecurity, and AI resulting in increased visibility to federal leadership (10 leadership slide decks, 3 grant proposals, 2 press releases, 12 articles, 4 videos, daily social content that reaches 8k followers)

Communications and Outreach Specialist for Biosciences Area, 2022 – 2024
▪ Managed communications for $10 million National Microbiome Data Collaborative program, developed messaging strategies for internal and external stakeholders
▪ Led a UX-focused website redesign, enhancing user experience for 6,000 researchers, leading to efficiency improvements for researchers accessing 90 terabytes of data
▪ Translated complex genetic concepts into clear, accessible content for 6 blogs, 3 newsletters, 2 annual reports, 1 press release and ongoing social content
▪ Designed onboarding materials (welcome kit, checklist, socials) for 20+ new team members

Marketing Communications Coordinator for Human Resources Department, 2021 – 2022
▪ Increased LinkedIn engagement by 50% through targeted audience segmentation, identifying content gaps and opportunities to enhance content effectiveness
▪ Served as writing partner for director and co-wrote emails, slide decks, and presentations
▪ Wrote 302 media releases, 14 webpages, 2 annual reports, and 16 articles that highlighted the work of 225 interns

Online Content Manager (Volunteer), Library of Congress' Radio Preservation Task Force, 2020 – 2023
▪ Achieved an 85% increase in web traffic through redesigned website, blog, newsletters, and social media
▪ Managed daily social media (6K+ followers on X) and tracked performance through analytics reports
▪ Led communications logistic team for a national conference drawing over 400 attendees

Content Writer, Science History Institute, 2018 – 2020
▪ Created engaging digital content (1 podcast, 2 blogs, tweets) for social media, reaching 18k followers on X
▪ Worked with team to deliver high-quality monthly special events (in-person and remote) with over 250 attendees

Software Creative Cloud Pro, Asana, Canva, GitHub, Hootsuite, MailChimp, Overleaf/LaTeX, WordPress, ChatGPT

Education *Princeton University - PhD, History of Science (focus: Visual Communication Strategies)*
▪ Launched a yearlong workshop about science communication connecting more than 100 community members
▪ Translated scientific research into engaging narratives through award-winning articles, informed by interviews with 20+ industry experts in TV and radio about effective science communication strategies

Awards 2018 -2019 NASA Fellowship in Aerospace History; The Software & Information Industry Association's 2022 Gold Award for Best Feature Article in a Journal
Hobbies Yoga, listening to tech/economic podcasts, watching films in old theaters

Articles (Scientific American and Science), podcasts/radio interviews (over 30), and book chapters available upon request