

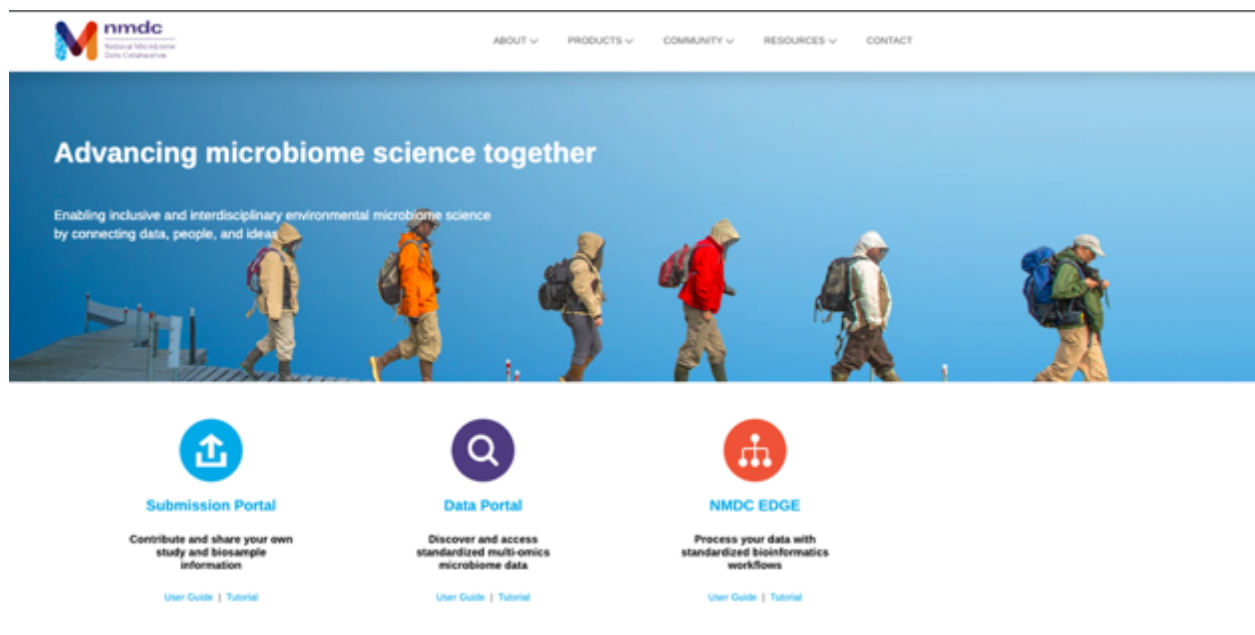
Lawrence Berkeley National Laboratory: National Microbiome Data Collaborative

Between 2022 and 2024, I served as the communications lead for the National Microbiome Data Collaborative (\$10 million program). I worked with internal stakeholders to identify content and scheduling requirements; managed full social media and website refresh; develop templates and processes for distributing regular email; design promotional materials; create webpages; write science highlights, emails, newsletters, and marketing copy; create workshop materials supporting DEI; and generate analytics reports for emails and website.

Website

Before: <https://web.archive.org/web/20210415181415/https://microbiomedata.org/>

After: <https://microbiomedata.org/>



Homepage for the website that I redesigned and wrote copy for.

Selected content written for NMDC:

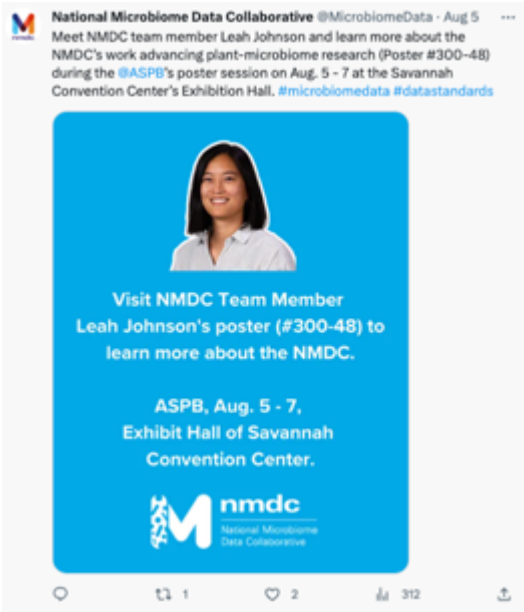
["You can run but you can't hide," September 2023.](#)

["Between Land and Lake," October 2023.](#)

Video:

Created and edited in-house videos for internal use

Social Media Assets:



Examples of social media assets used to promote conferences. Shared across LinkedIn, Mastodon, and X.

I also launched their LinkedIn account and established their social brand identity.

Published Products:



I worked with our in-house creative office and contractors to create flyers, promotional give-aways, posters, and annual reports.

National Microbiome Data Collaborative 2022 Annual Report. See: <https://microbiomedata.org/wp-content/uploads/sites/2/2023/03/NMDC-2022-Annual-Report.pdf>

Lawrence Berkeley National Laboratory: Computing Sciences Area: Scientific Data Division

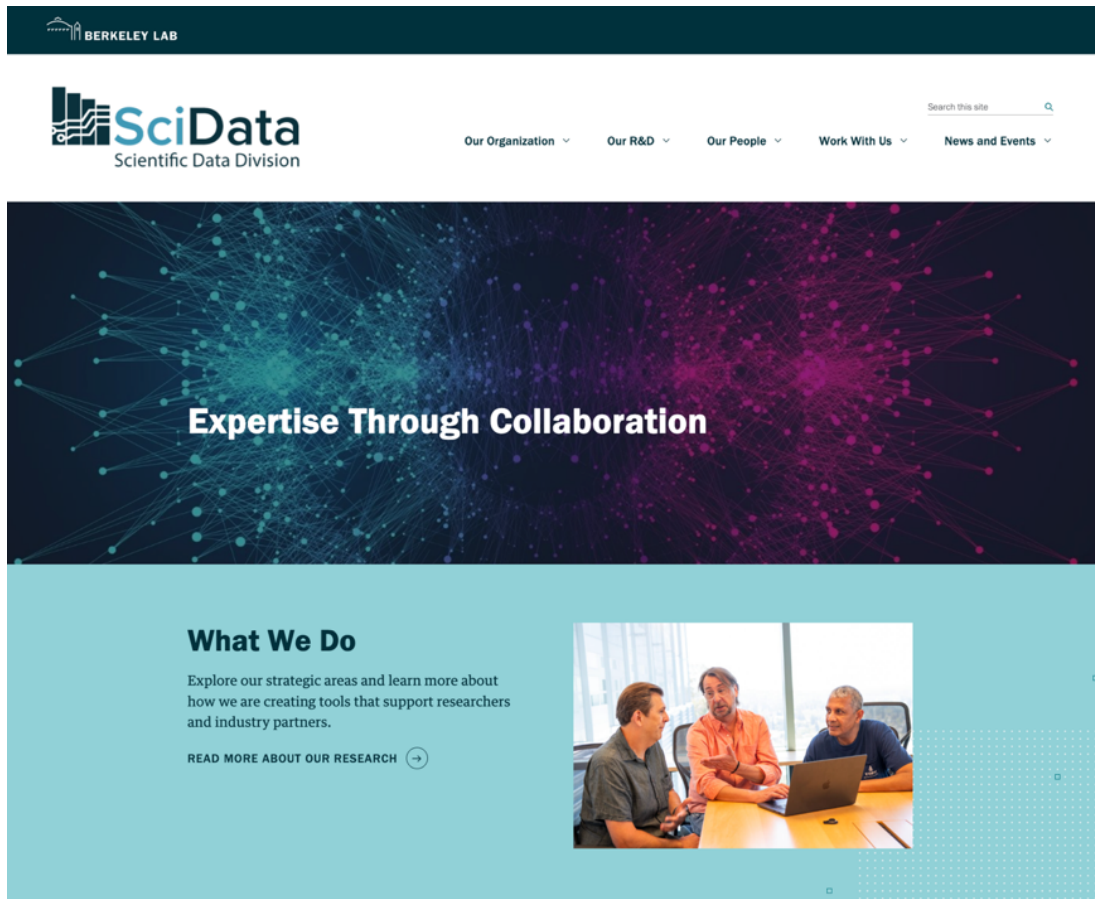
In 2024, I joined the Computing Sciences Area as a communications specialist and technical writer for the Scientific Data Division. My day-to-day responsibilities include working with our senior leadership to develop and deploy communications strategies, supporting our organizational communication initiatives through the creation of communication assets (written, graphic, and video), managing communication projects from ideation to execution, and coordinating with interdepartmental stakeholders for timely delivery.

I work with our team to run several media platforms for a national and international audience, including the Berkeley Lab Computing Sciences Area channels (LinkedIn, Facebook, and Instagram: around 10k followers) and the Trusted CI Center's channels (Bluesky and LinkedIn). Last summer, I worked with our team to redesign a website from scratch and I'm currently working with another team on a completely fresh website build. I also write and send our monthly newsletter. I also write articles spotlighting our recent developments in machine learning. Finally, I am the video lead for our team who shoots and records 'man-in-the-street' interviews (as needed) with our software and hardware teams; arranges onsite film shoots; edits and uploads videos on our social media video channels (YouTube and Vimeo).

Website

Before: <https://web.archive.org/web/20250206050332/https://crd.lbl.gov/>

After: <https://scidata.lbl.gov/>





Homepage for the website that I redesigned and wrote copy for

Trusted CI
264 followers
6d · Edited · 🌐

Join our **Regulated Research Community of Practice (RRCoP)** on March 11th at 2 pm ET / 11 am PT to explore the proposed cybersecurity controls associated with NSPM-33. **Mike Corn** from Vantage Technology Consulting Group will share his expertise and provide context on the guidelines.

Register now and be part of the conversation! <https://lnkd.in/gU4UfGqs>



**This month's topic:
The proposed
cybersecurity controls
associated
with NSPM-33**

**Join us online on March 11
11AM PT/2PM ET**

7 2 comments · 3 reposts

As a social lead, I write copy for two brands at the Lab, includes five channels. (Total reach: 10 K+) Here is social media copy that I wrote for an ongoing education series for cybersecurity professionals as part of my work for Trusted CI, the National Science Foundation Cybersecurity Center for Excellence. My teams use Hootsuite and Sprout.

Berkeley Lab Computing Sciences
9,375 followers
3w · Edited · 🌐

Did you know that Scientific Data Division researchers, in partnership with ATAP scientists, will lead the American Science Cloud (AmSC) Scientific User Facilities Infrastructure Partnership, which aims to develop the platform ...more



Genesis Mission

U.S. DEPARTMENT of ENERGY | BERKELEY LAB | ACCELERATOR TECHNOLOGY & APPLIED PHYSICS DIVISION | ATAP

Jean Luca Bez and 21 others 2 reposts

Social media assets used to promote the Computing Sciences Area's role in the DOE's Genesis Mission.

Selected content written for the Computing Sciences Area

["Expert Insights: Michael Mahoney," Sept. 2025](#)

["Cybersecurity Center of Excellence Receives Five-Year, \\$6 M/Year Award From NSF," Oct. 2024](#)

["Science Highlight: Specialized Hardware Helps Researchers Process Sparse Matrices," Aug. 2024](#)

Videos produced for the Computing Sciences Area

[The Scientific Data Division](#)

[2025 CS Postdoc Symposium](#)

In-house video interviews for the 1000 Scientist AI Jam

Videos for the SC25 conference

Freelance work

"The (soft) propaganda value of lunar exploration." *Physics Today*, February 2021.
<https://physicstoday.scitation.org/doi/full/10.1063/PT.3.4680>

"S is for Science: The Making of 3-2-1 Contact." *Physics Today*, January 2021. [S is for Science: The making of 3-2-1 Contact: Physics Today: Vol 74, No 1 \(scitation.org\)](#)

"Experiments in Creativity." *Science*, October 16, 2020,
<https://science.sciencemag.org/content/370/6514/301.abstract>

"Science on the Small Screen, Retro Style," *Scientific American*, September 3, 2020,
<https://www.scientificamerican.com/article/science-on-the-small-screen-retro-style/>

"Bradbury: Beyond Apollo," *Science*, August 18 2020,
<https://www.science.org/doi/10.1126/science.abc2948>

"Science Television in the Age of Sputnik," *Physics Today*, September 22, 2017,
<http://physicstoday.scitation.org/do/10.1063/PT.6.4.20170922a/full/>

Selected video recordings as interviewer/host

- [Office of Science Summit](#), Department of Energy, Office of Science, (organizer and host), 2023
- [Oregon's Moon Country](#), Oregon Public Broadcasting (featured expert), 2019