

# EMILY MAY ARMSTRONG

*Applying scientific research skills to social media management*

## CONTACT

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## BIO

Social media specialist with 3 years of experience in science-driven social media, content creation, brand development, copy writing, analytics. Award-winning science communicator, skilled in multi-level audience engagement digitally and personally.

## EDUCATION

PhD SYSTEMS BIOLOGY  
*University of Glasgow, Glasgow, UK*  
2020

BSc (Hons) GENETICS  
*University of Essex, Colchester, UK, First class, 2015*

## KEY SKILLS

Analytics software + statistics

Excellent communication

Social media management

Copy writing + editing

Content creation + curation

## AWARDS

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

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

## COURSES

SCIENCE AND THE MEDIA – Sense about Science workshop

Social Media for Science Communication

## PROFESSIONAL EXPERIENCE

Head of Social Media and Communications (2019-present)  
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

Social Media and Communications Assistant (2016-2018)  
Institute of Molecular, Cell, and Systems Biology

*Created branding, implemented follower retention and engagement plan, increased follower count by 200% in one year.*

- Identified key holes in existing social media strategy and built successful campaign to improve Institute's visibility
- Supported Principle Investigators in sharing their work and writing press releases
- Researched other University's research engagement plans
- Designed branding in compliance with the University's official branding scheme, built continuity across platforms
- Curated a dedicated follower base of other research institutes, built lasting collaborative relationships

## REFERENCES ON REQUEST

MEMBER OF : Society for Experimental Biology,  
British Association of Science Writers, & Women in Journalism Scotland