

EMILY MAY ARMSTRONG

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BIO

Life sciences doctoral researcher with **4 years writing experience** for a wide range of audiences. Proactive and personable; a quick learner with excellent attention to detail, prioritisation, and management skills, driven to succeed in the medical communications industry

KEY SKILLS

Multi-audience communication: from expert professors to the general public

Curious, constantly seeking new ideas from fresh sources

Highly organised: balancing PhD with voluntary work

Fast yet diligent writer, >80 WPM typing speed

Highly skilled in written communication, copy editing, and content creation

PROFESSIONAL EXPERIENCE

- Head of Social Media and Communications (2019-present)
 - Features Writer, Specialist and Copy Editor (2015-present)
- the Glasgow Insight into Science and Technology (theGIST)**

*Writing accessible features about every aspect of life science
Improving follower reach and retention by 30% in 2019*

- Wrote bi-monthly articles about health, disease, politics, climate change, and ethics – one is being used as a teaching tool at the University of Glasgow
- Specialist and copy editor for over ten articles
- Long-listed for the Student Publication Award's 'science article of the year' in 2018.
- 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
- Invited press member for the European Congress on Obesity, creating breaking news articles about current research

Doctoral Researcher – funded by the MVLS training partnership University of Glasgow (2016-2020)

Investigating genetic regulation of tissue-specific transcription in plants – Genome Biology first author paper in preparation

Project overview: using sequencing technologies to understand how and why genes are expressed in specific tissues, using plants as a model.

- Writer for The Biochemist, theGIST, Elle Magazine
- Guest blogger for the Post Graduate Researcher Blog, discussing communications and metrics for PhD students
- Guest blogger for Sense about Science discussing navigating science and the media for PhD researchers
- Organised internal seminar series for research institute, secured speakers and chaired sessions
- Demonstrator for undergraduate laboratories
- Supervised multiple BSc and MSc students through laboratory projects

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AWARDS

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

- Externally judged by industry experts and social media outputs. Used as promotional material

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

- Externally judged by key stakeholders of the Biochemical Society, awarded with 101 public engagement training

Shortlisted for the Federation of Women Graduate's Academic Excellence Scholarship

COURSES

Effective Engagement Skills for Scientists – University of Glasgow, 2018

Science and News Media Communication – Sense about Science workshop, 2017

Social Media for Science Communication – University of Glasgow, 2017-2019

Video and Animation for Science communication – University of Glasgow, 2018

PROFESSIONAL EXPERIENCE

Disabled Student's Representative (2016-2019)
University of Glasgow

Created 'Post-graduate research disabled student's representative' post – as research student's needs were not being met

- Invited speaker at 'Equality, Diversity, and Inclusivity' conference, created engaging video content for educators and students
- Hosted monthly drop-in meetings for students
- Represented entire disabled postgraduate community to Disability and Equality Group tri-annually
- Liaised with elected student representatives and staff members
- Put measures into place to reduce gym membership fees for students with registered disability

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 with general public, 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

Prof. Anna Amtmann – Molecular, Cell, and Systems Biology, U of G
Prof. Mike Blatt – Molecular, Cell, and Systems Biology, U of G
Claire Osbourne – Molecular, Cell, and Systems Biology, U of G
Sonya Frazier – theGIST

MEMBER OF :

British Association of Science Writers
Society of Experimental Biology
Association of Women Journalists in Scotland